



Curriculum and Credit Framework For Undergraduate Programmes

(Academic Year 2023-24)

AURO UNIVERSITY
#earthspace, Opp. ONGC, Bhatpore, Hazira
Road Surat 394510, Gujarat

School of Journalism & Mass Communication

Part A: Programme Structure

Name of Programme: BA in Journalism & Mass Communication (Honours)

Year wise Distribution of Total Credits among Different Courses

S.No	Category of Course(s)	Credits Required			
		3-year UG programme structure as per GoG Guidelines	AURO	4-year UG programme structure as per GoG Guidelines	AURO
1	Major (Core) Courses (with internship)	68	68	92	92
2	Minor (Elective) Courses	24	24	32	32
3	Multidisciplinary/Interdisciplinary/ Allied courses	12	12	12	12
4	AEC (Ability Enhancement Courses)	10	10	10	10
5	SEC (Skill Enhancement Courses)	10	10	10	10
6	VAC (Value Added Courses) including Indian Knowledge System (IKS)	08	12	08	12
7	Dissertation / (Research Project)/OJT	00	00	12	12 (OJT)
	Total Credits	132	136	176	180

**Part B: Credit distribution framework for three/four years Honours
Degree Programme with Multiple Entry and Exit options**

Name of the Programme: BAJMC (Honours)

Code of the Programme: 81

YEAR –I

S.No.	Course Title	Credits	
Semester -I			
1.	Major-1: Introduction to Mass Media	4	
2.	Major-2: Introduction to Journalism	4	
3.	Minor-1: Introduction to Advertising & Public Relations	4	
4.	MD-1: Introduction to Sociology of News & Social Movement in India	2	
5.	MD-2: Dynamic of Human Behaviour	2	
6.	AEC-1: Communication Skills / Sanskrit	2	
7.	SEC-1: Media Multiskilling	2	
8.	VAC-1: Science of Living - I	2	
	Total	22	
Semester -II			
1.	Major-3 : Introduction to Radio Journalism	4	
2.	Major-4 : Introduction to Documentary Film Making	4	
3.	Minor-2: Introduction to Television Production	4	
4.	MD-3: Consumer Behavior & Insights: A New Age	2	
5.	MD-4: (Any one to be chosen from the pool of courses)	2	
	Course		Offered by
	Digital Literacy		School of IT
	Environmental Education		School of Design
	Financial Literacy		School of Business
	Introduction to IPR		School of Law
	Sculpture		School of Design
	Short Film Making		School of Journalism & Mass Communication
	The art of Expressive Writing		School of Liberal Arts & Human Science
	Travel & Itinerary Design	School of Hospitality	
6.	AEC-2: Communication Skills/French / Sanskrit /Hindi/ Gujarati	2	
7.	SEC-2: Storyboard Designing	2	
8.	VAC-2: Science of Living – II	2	
	Total	22	
Total Credits of the 1st Year		44	

Exit 1: Award of UG certificate in Major course with 44 credits with additional 4 credits of Summer Internship in core specific NSQF defined course ORcontinue with Major and Minor course for next NCrF credit level.

YEAR – II

S.No.	Course Title	Credits	
Semester – III			
1.	Major-5: Journalistic Reporting, Writing & Editing (Print, TV, Magazine & Online)	4	
2.	Major-6: Film Analysis & Criticism	4	
3.	Major-7: Media Business Communication	4	
4.	MD-5 : State Politics & Constitution	2	
5.	MD-6 : (Any one to be chosen from the pool of courses)	2	
	Course		Offered by
	Digital Literacy		School of IT
	Environmental Education		School of Design
	Financial Literacy		School of Business
	Introduction to IPR		School of Law
	Sculpture		School of Design
	Short Film Making		School of Journalism & Mass Communication
	The art of Expressive Writing		School of Liberal Arts & Human Science
	Travel & Itinerary Design	School of Hospitality	
6.	AEC-3: Communication Skills/French / Sanskrit /Hindi/ Gujarati	2	
7.	SEC-3: Fundamentals of Photography	2	
8.	VAC-3: Science of Living - III	2	
	Total	22	
Semester –IV			
1.	Major-8: Brand Communication Management	4	
2.	Major-9: News & Current Affairs Analysis	4	
3.	Major-10: Basics of Finance, Economics and Business Journalism	4	
4.	Minor-3: Digital Media Management	4	
5.	AEC-4: Communication Skills/French / Sanskrit /Hindi/ Gujarati	2	
6.	SEC-4: Content Creation & Management	2	
7.	VAC-4: Science of Living – IV	2	
	Total	22	
Total Credits of the 2nd Year		44	

Exit 2: Award of UG Diploma in Major course with 88 credits with additional 4 credits of Summer Internship in core specific NSQF defined course OR continue with Major and Minor course for next NCrF credit level.

YEAR – III

S.No.	Course Title	Credits
Semester - V (Journalism & Content Creation)		
1.	Major-11: History of Print & Broadcasting in India	4
2.	Major-12: Sports Journalism	4
3.	Major-13: Entrepreneurship & Innovation	4
4.	Minor-4: Mobile Journalism - MOJO	4
5.	Minor-5 : Magazine Designing	4
6.	SEC-5: The Art of Story Telling	2
7.	VAC-5: Foundation of Indian Culture – I	2
	Total	24
Semester - V (Advertising & Brand Management)		
1.	Major-11: The Power of Strategy	4
2.	Major-12: Communication & Marketing in Digital Era (IMC)	4
3.	Major-13: Entrepreneurship & Innovation	4
4.	Minor-4: Copywriting	4
5.	Minor-5 : Applied Semiotics for Brand Communication	4
6.	SEC-5: The Art of Story Telling	2
7.	VAC-5: Foundation of Indian Culture – I	2
	Total	24
Semester – V (Public Relations & Corporate Communication)		
1.	Major-11: Emerging Communication Technologies	4
2.	Major-12: Communication for Entertainment Industry	4
3.	Major-13: Entrepreneurship & Innovation	4
4.	Minor-4: Strategic PR & Reputation Management	4
5.	Minor-5: Public Affairs	4
6.	SEC-5: The Art of Story Telling	2
7.	VAC-5: Foundation of Indian Culture – I	2
	Total	24

S.No.	Course Title	Credits
Semester – VI (Journalism & Content Creation)		
1.	Major-14: News Media Management	4
2.	Major-15: Entertainment & Lifestyle Journalism	4
3.	Major-16: Investigative Journalism	4
4.	Minor-6: Data Visualization	4
5.	AEC-5: Communication Skills/French / Sanskrit /Hindi/ Gujarati	2
6.	Internship	4
7.	VAC-6: Foundation of Indian Culture – II	2
	Total	24
Semester – VI (Advertising & Brand Management)		
1.	Major-14: Media Planning & Buying	4
2.	Major-15: Client Servicing & Account Planning	4
3.	Major-16: Digital Media	4
4.	Minor-6: Agency Management & Process	4
5.	AEC-5: Communication Skills/French / Sanskrit /Hindi/ Gujarati	2
6.	Internship	4

7.	VAC-6: Foundation of Indian Culture - II	2
	Total	24
Semester – VI (Public Relations & Corporate Communication)		
1.	Major-14: Crisis Communication Management	4
2.	Major-15: Intellectual Property Rights	4
3.	Major-16: Writing for Marketing Communication	4
4.	Minor-6: Event Management	4
5.	AEC-5: Communication Skills/French / Sanskrit /Hindi/ Gujarati	2
6.	Internship	4
7.	VAC-6: Foundation of Indian Culture – II	2
	Total	24
Total Credits of the 3rd Year		48

Exit 3: Award of BA in Journalism & Mass Communication Degree in Major course with 136 credits and Internship in core discipline OR continue with Major and Minor course for next NCrf credit level.

YEAR – IV

S.No.	Course Title	Credits
Semester VII (Journalism & Content Creation)		
1.	Major-17: New Media & Data Journalism	4
2.	Major-18: Digital Journalism	4
3.	Major-19: Advanced Editing Techniques – I (Across Media)	4
4.	Minor-7: Media Entertainment Advertisement Management (MEAM)-Manager in Making - I	4
5.	OJT	6
	Total	22
Semester VII (Advertising & Brand Management)		
1.	Major-17: Media Sales & Marketing Management	4
2.	Major-18: Communication Design & Innovation Management	4
3.	Major-19: Social Media Analytics - I	4
4.	Minor-7: Media Entertainment Advertisement Management (MEAM)- Manager in Making - I	4
5.	OJT	6
	Total	22
Semester VII (Public Relations & Corporate Communication)		
1.	Major-17: Celebrity Management	4
2.	Major-18: Global Communication	4
3.	Major-19: Cases in Public Relations Strategy -I	4
4.	Minor-7: Media Entertainment Advertisement Management (MEAM) - Manager in Making - I	4
5.	OJT	6
	Total	22

S.No.	Course Title	Credits
Semester VIII (Journalism & Content Creation)		
1.	Major-20: Media Advocacy	4
2.	Major-21: Indian Sign Language Communication	4
3.	Major-22: Advanced Editing Techniques – II (Across Media)	4
4.	Minor-8: Media Entertainment Advertisement Management (MEAM) -Manager in Making II	4
5.	D/RP-1/OJT: Dissertation	6
	Total	22
Semester VIII (Advertising & Brand Management)		
1.	Major-20: Ad Campaign Planning	4
2.	Major-21: Advt. Film Making	4
3.	Major-22: Social Media Analytics - II	4
4.	Minor-8 : Media Entertainment Advertisement Management (MEAM) -Manager in Making II	4
5.	D/RP-1/OJT: Dissertation	6
	Total	22
Semester VIII (Public Relations & Corporate Communication)		
1.	Major-20: Customer Relationship Management	4
2.	Major-21: Economics and Business of Media	4
3.	Major-22: Cases in Public Relations Strategy -II	4
4.	Minor-8: Media Entertainment Advertisement Management (MEAM) -Manager in Making II	4
5.	D/RP-1/OJT: Dissertation	6
	Total	22
Total Credits of the 4thYear		44

Four Years BA in Journalism & Mass Communication (Honours) Degree in Major and Minor with 180 credits.