



FACULTY OF  
ARTS, DESIGN AND  
HUMANITIES



2024 - 25

# BA Media & Communication

Programme Structure

Division	Faculty of Arts, Design and Humanities
School Name	School of Liberal Arts
Department Name	Department of Media & Communications
Programme Name	BA Media & Communication

## Course Basket

Course Type	Description
Programme Core	Courses dealing with foundations, depth and breadth of the major in which student is admitted at MIT-WPU
Programme Electives	Open electives under the programme allow students to specialise in a particular area connected to their major.
University Core	Courses that reflect the core MIT-WPU values and the mission of Life Transformation of students.
University Electives	Multidisciplinary courses across the faculties at MIT-WPU and outside the programme core.

Semester	Course Type	Course Name / Course Title	Total Credits
I	University Core	Effective Communication	1
I	University Core	Critical Thinking	1
I	University Core	Environment and Sustainability	1
I	University Core	Foundations of Peace	2
I	University Core	Yoga - I	1
I	University Core	SLDP	1
I	Programme Foundation	Intro to Communication	3
I	Programme Foundation	Media Origin & Growth	2
I	Programme Foundation	Basics of Media Writing	2
I	Programme Foundation	Essentials of Photography	2
I	Programme Foundation	Introduction to Media Psychology	3
I	Programme Foundation	Evolution of Indian Society	3
		Total	22

Semester	Course Type	Course Name / Course Title	Total Credits
II	University Core	Advanced Excel	1
II	University Core	Financial Literacy	1
II	University Core	Yoga - II	1
II	University Core	Co-creation	1
II	University Core	Indian Constitution	1
II	University Core	IKS(General)	2
II	University Core	Sports	1
II	Programme Foundation	Creative Writing	2
II	Programme Foundation	Introduction to Journalism	2
II	Programme Foundation	Introduction to Ad & PR	2
II	Programme Foundation	Film Appreciation	3
II	Programme Foundation	Basics of Video Production	2
II	Programme Major	Graphic Design	3
		Total	22

III	University Core	Research Innovation Design Entrepreneurship (RIDE)	1
III	University Core	Spiritual & Cultural Heritage; Indian Experience	2
III	University Electives	UE - I	3
III	University Electives	UE-II	3
III	Programme Capstone Project/Problem-Based Learning/Seminar and Internships	Project Based Learning - I	1
III	Programme Foundation	Media Law & Ethics	3
III	Programme Foundation	Visual Communication	3
III	Programme Major	Development Communication	3
III	Programme Major	Media, Culture, and Society	3
		Total	22

Semester	Course Type	Course Name / Course Title	Total Credits
IV	University Electives	UE-III	3
IV	University Core	Rural Immersion	1
IV	Programme Capstone Project/Problem-Based Learning/Seminar and Internships	Project Based Learning - II	1
IV	Programme Major	Geopolitics and Media	3
IV	Programme Major	Social Media Analysis	3
IV	Programme Major	Video Editing	2
IV	Programme Major	Media Economics	3
IV	Programme Major	Radio/podcast Production	2
IV	Programme Electives	Programme Electives I	3
		Total	21

V	University Core	Managing Conflicts Peacefully: Tools and Techniques	2
V	Programme Capstone Project/Problem-Based Learning/Seminar and Internships	Project Based Learning - III	1
V	Programme Foundation	IKS 2	2
V	Programme Major	Human Rights & Media	4
V	Programme Major	Introduction to Research	4
V	Programme Electives	Programme Electives II	3
V	Programme Electives	Programme Electives II	3
V	Programme Electives	Programme Electives II	3
		Total	22

Semester	Course Type	Course Name / Course Title	Total Credits
VI	University Core	Life Transformation Skills	1
VI	Programme Capstone Project/Problem-Based Learning/Seminar and Internships	Project Based Learning - IV	1
VI	University Core	National Academic Immersion	2
VI	Programme Major	Political Communication	5
VI	Programme Electives	Programme Electives III	2
VI	Programme Capstone Project/Problem-Based Learning/Seminar and Internships	Internship	10
Total			21

VII	Programme Major	Communication Research	6
VII	Programme Electives	Programme Electives IV	2
VII	Programme Capstone Project/Problem-Based Learning/Seminar and Internships	Seminar	3
VII	Programme Capstone Project/Problem-Based Learning/Seminar and Internships	Dissertation	3
Total			14

VIII	Programme Major	Short Film making	7
VIII	Programme Capstone Project/Problem-Based Learning/Seminar and Internships	Dissertation	5
VIII	Programme Capstone Project/Problem-Based Learning/Seminar and Internships	Internship	7
Total			19

## List of Programme Electives

Semester	Course Type	Course Name / Course Title
III	Programme Elective - I	Introduction to Indian Cinema
III	Programme Elective - I	Print Journalism
III	Programme Elective - I	Corporate Communication
IV	Programme Elective - II	Broadcast Journalism
IV	Programme Elective - II	Documentary Cinema
IV	Programme Elective - II	Digital Marketing
IV	Programme Elective - II	Digital Journalism
IV	Programme Elective - II	Script and Screenplay Writing
IV	Programme Elective - II	Brand Identity Creation and Management
IV	Programme Elective - II	Environment Journalism
IV	Programme Elective - II	Cinematography and Lighting
IV	Programme Elective - II	Ad Creative and Copywriting
VI	Programme Elective - III	Advanced Reporting
VI	Programme Elective - III	AD Production
VI	Programme Elective - III	Film Curation
VII	Programme Elective - IV	Data Journalism
VII	Programme Elective - IV	Cinema Studies
VII	Programme Elective - IV	

\*Modifications to the programmes and courses are contingent upon adherence to university guidelines and procedures. Any proposed changes must undergo a thorough review process, including consultation with relevant academic departments, approval from the appropriate administrative bodies, and compliance with accreditation standards.

Additionally, consideration will be given to feedback from students, faculty, and other stakeholders to ensure that modifications align with the overall educational objectives and mission of the university. The implementation of any approved changes will be communicated transparently to the university community, and appropriate measures will be taken to facilitate a smooth transition for all affected parties.