

FIRST YEAR SYLLABUS

First Semester

COURSE CODE	COURSE TITLE
BAMMEC-101	Effective communication –I
BAMMFC-102	Foundation course –I
BAMMVC-103	Visual communication
BAMMFC-104	Fundamentals of mass communication
BAMMCA-105	Current Affairs
BAMMHM-106	History of Media

Second Semester

COURSE CODE	COURSE TITLE
BAMMEC-201	Effective communication–II
BAMMFC-202	Foundation course–II
BAMMCW-203	Content Writing
BAMMID-204	Introduction to Advertising
BAMMIJ-205	Introduction to Journalism
BAMMMGC-206	Media, Gender & Culture

