

# BACHELOR OF ARTS IN JOURNALISM AND MASS COMMUNICATION (BAJM)

<http://www.smude.edu.in/BAJM>

(REVISED FALL 2009)

## Program Structure

First Semester		
Sub. Code	Subject Title	Credits
BJ0028	Fundamentals of Communication Skills	2
BJ0029	Fundamentals of Computers	2
BJ0030	English Literature I	4
BJ0031	Reporting – Theory	2
BJ0032	Reporting – Practical	2
BJ0033	Fundamentals of Journalism	4
Total Cumulative Credits		16

Second Semester		
Sub. Code	Subject Title	Credits
BJ0034	Writing for Media – Theory	2
BJ0035	Writing for Media – Practical	2
BJ0036	Editing – Theory	2
BJ0037	Editing – Practical	2
BJ0038	English Literature II	4
BJ0039	Introduction to Indian Constitution	2
BJ0040	History of Media	2
Total Cumulative Credits		32

Third Semester		
Sub. Code	Subject Title	Credits
BJ0041	Radio Broadcasting – Theory	2
BJ0042	Radio Broadcasting – Practical	2
BJ0043	TV Broadcasting – Theory	2
BJ0044	TV Broadcasting – Practical	2
BJ0045	Photojournalism – Theory	2
BJ0046	Photojournalism – Practical	2
BJ0047	Introduction to Cinema	4
Total Cumulative Credits		48

Fourth Semester		
Sub. Code	Subject Title	Credits
BJ0048	Advertising – Theory	2
BJ0049	Advertising – Practical	2
BJ0050	Public Relations - Theory	2
BJ0051	Public Relations – Practical	2
BJ0052	Magazine Journalism – Theory	2
BJ0053	Magazine Journalism – Practical	2
BJ0054	Internet & New Media – Theory	2
BJ0055	Internet & New Media – Practical	2
Total Cumulative Credits		64

Fifth Semester		
Sub. Code	Subject Title	Credits
BJ0056	Environment & Media	4
BJ0057	Media, Society & Development	4
BJ0058	Media Criticism	4
BJ0059	Basic Media Research	4
Total Cumulative Credits		80

Sixth Semester		
Sub. Code	Subject Title	Credits
BJ0060	Information Society	4
BJ0061	Organizational Behaviour & Media Organization	4
BJ0062	Media Law & Ethics	2
BJ0063	Human Rights & Media	2
BJ0064	Project	4
Total Cumulative Credits		96



**My degree from SMU-DE has helped me learn different styles of writing and has provided a successful base for writing. This has helped me in my career tremendously. Now I am a freelancer. I write different type of essays for Essaywriters.net**

**Meenakshi K Rao**

BAJM, Freelancer, Essaywriters.net



## ELIGIBILITY CRITERIA FOR SMU-DE PROGRAMS

### Bachelor of Computer Applications (BCA)

**Eligibility:** 10 + 2 or equivalent / 3 Year Diploma from a State Board of Technical Education

**Semester Fee:** Rs. 11,100/- (inclusive of Exam Fee Rs.950/- & Alumni Fee Rs.100/-) or as revised from time to time.

**Minimum Duration:** 3 Years (6 Semesters)

**Maximum Duration:** 6 Years

**Minimum counselling and Practical duration at the Learning Centre:** 250 Hours / Semester

### Provision for Lateral entry to Second Semester

**Eligibility:** 10 + 2 or equivalent / 3 year Diploma from a State Board of Technical Education and six months of Computer course from a reputed institution.

**Semester Fee:** Rs.11,100/- (inclusive of Exam Fee Rs.950/- & Alumni Fee Rs.100/-) or as revised from time to time.

**Lateral entry Fee::** Rs. 5,175/- (inclusive of Exam Fee Rs.950/-) or as revised from time to time.

**Minimum Duration:** 3 Years (6 Semesters)

**Maximum Duration:** 6 Years

### Provision for Direct entry to Third Semester

**Eligibility:** 10 + 3 year diploma in IT/CS from a State Board of Technical Education

**Semester Fee:** Rs.11,100/- (inclusive of Exam Fee Rs.950/- & Alumni Fee Rs.100/-) or as revised from time to time.

**Credit Transfer Fee:** Rs. 5,025/- or as revised from time to time.

**Minimum Duration:** 2 Years (4 Semesters)

**Maximum Duration:** 4 Years

### Bachelor of Arts in Journalism and Mass Communication (BAJM)

**Eligibility:** 10 + 2 or equivalent / 3 Year Diploma from a State Board of Technical Education

**Semester Fee:** Rs10,600/- (inclusive of Exam Fee Rs.950/- & Alumni Fee Rs.100/-) or as revised from time to time.

**Minimum Duration:** 3 Years (6 Semesters)

**Maximum Duration:** 6 Years

**Minimum counselling and Practical duration at the Learning Centre:** 160 Hours / Semester