

Jagannath International Management School

Vasant Kunj, New Delhi-110070

(Affiliated to Guru Gobind Singh Indraprastha University, New Delhi)

Recognized u/s 2(f) by UGC & Accredited with 'A' Grade by NAAC

Participant of UNGC & UNPRME, New York

ISO 9001:2015 Quality Certified

1.2.1 Percentage of Programmes in which Choice Based Credit System (CBCS)/ elective course system has been implemented

S.No.	DVV Findings	Page No.	Remarks
1.	Tabulated list of programs in which CBCS/Elective course system implemented in the last academic year showing sl. no., list of programs with CBCS/elective course, program code, course code, course name, year in which implemented in excel sheet.	2-4	Link to Excel Sheet: https://www.jimds.org/iqac/DVV/1-2-1-DVV.xlsx
2.	Structure of the program clearly indicating courses, credits/electives as approved by the competent board list of programs in which Choice Based Credit System (CBCS)/ elective course system has been implemented as HEI input in the College website with link provided in the DVV Portal, so as to land on the relevant page on selection of the link and not on any other drives like Google Drive.	5-21	BBA Scheme: https://www.jimds.org/resources/Scheme%20of%20Syllabus%20BBA.pdf BCA Scheme: https://www.jimds.org/resources/syllbca191011160419-1-7%20(1).pdf BA(JMC) Scheme: https://www.jimds.org/resources/Scheme%20of%20Syllabus%20BAJMC.pdf BBA Full Syllabus: https://www.jimds.org/resources/w.e.f.%202017-2018%20Academic%20Session%20New%20Syllabus%20BBA.pdf BCA Full Syllabus: https://www.jimds.org/resources/syllbca191011160419.pdf BA(JMC) Full Syllabus: https://www.jimds.org/resources/Full%20Syllabus%20BA%20(JMC).pdf



JAGANNATH INTERNATIONAL MANAGEMENT SCHOOL

Vasant Kunj, New Delhi - 110070

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ISO 9001:2015 Quality Certified

1.2.1 List of programs in which CBCS/elective course system implemented in the last academic year (2019-20)

S.No.	Program name with CBCS/Elective course	Program Code	Course Code	Course Name	Year of implementation
1	Bachelor of Business Administration	017	BBA 101	Management Process and Organizational Behaviour	2017
2	Bachelor of Business Administration	017	BBA 205	Business Ethics and Corporate Social Responsibility	2017
3	Bachelor of Business Administration	017	BBA 206	Research Methodology	2017
4	Bachelor of Business Administration	017	BBA 303	Production and Operation Management	2017
5	Bachelor of Business Administration	017	BBA 307	Entrepreneurship Development	2017
6	Bachelors of Computer Applicatons	020	BCA 307	Software Testing	2011
7	Bachelors of Computer Applicatons	020	BCA 309	Microprocessor	2011
8	Bachelors of Computer Applicatons	020	BCA 311	Advance Computer Networks	2011
9	Bachelors of Computer Applicatons	020	BCA 313	Web Based Programmiing	2011
10	Bachelors of Computer Applicatons	020	BCA 315	Business Economics	2011
11	Bachelors of Computer Applicatons	020	BCA 308	Multimedia & Its Applications	2011
12	Bachelors of Computer Applicatons	020	BCA 310	Bio Informatics	2011



Director

Jagannath International Management School
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OCF Pkt-9, Sec-B, Vasant Kunj, New Delhi-70

S.No.	Program name with CBCS/Elective course	Program Code	Course Code	Course Name	Year of implementation
13	Bachelors of Computer Applicatons	020	BCA 312	Artificial Intelligence	2011
14	Bachelors of Computer Applicatons	020	BCA 314	Network Security	2011
15	Bachelors of Computer Applicatons	020	BCA 316	Network Programming	2011
16	Bachelor of Arts (Journalism and Mass Communication)	024	BA(JMC) 107	Personality Development	2016
17	Bachelor of Arts (Journalism and Mass Communication)	024	BA(JMC) 109	Writing Skills	2016
18	Bachelor of Arts (Journalism and Mass Communication)	024	BA(JMC) 111	Indian Culture (For Foreign Students only)	2016
19	Bachelor of Arts (Journalism and Mass Communication)	024	BA(JMC) 157	Personality Development Lab	2016
20	Bachelor of Arts (Journalism and Mass Communication)	024	BA(JMC) 159	Writing Skills Lab	2016
21	Bachelor of Arts (Journalism and Mass Communication)	024	BA(JMC) 108	Health Communication	2016
22	Bachelor of Arts (Journalism and Mass Communication)	024	BA(JMC) 110	Sports Journalism	2016
23	Bachelor of Arts (Journalism and Mass Communication)	024	BA(JMC) 158	Health Communication Lab	2016
24	Bachelor of Arts (Journalism and Mass Communication)	024	BA(JMC) 160	Sports Journalism Lab	2016
25	Bachelor of Arts (Journalism and Mass Communication)	024	BA(JMC) 207	Radio Jockeying and News Reading	2016



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Director
 Jagannath International Management School
 (Affiliated to GGS IP University, New Delhi)
 OCF Pkt-9, Sec-B, Vasant Kunj, New Delhi-76

S.No.	Program name with CBCS/Elective course	Program Code	Course Code	Course Name	Year of implementation
26	Bachelor of Arts (Journalism and Mass Communication)	024	BA(JMC) 209	Video Editing	2016
27	Bachelor of Arts (Journalism and Mass Communication)	024	BA(JMC) 257	Radio Jockeying and News Reading Lab	2016
28	Bachelor of Arts (Journalism and Mass Communication)	024	BA(JMC) 259	Video Editing Lab	2016
29	Bachelor of Arts (Journalism and Mass Communication)	024	BA(JMC) 208	Television News : Reporting and Anchoring	2016
30	Bachelor of Arts (Journalism and Mass Communication)	024	BA(JMC) 210	Corporate Communication	2016
31	Bachelor of Arts (Journalism and Mass Communication)	024	BA(JMC) 258	Television News : Reporting and Anchoring Lab	2016
32	Bachelor of Arts (Journalism and Mass Communication)	024	BA(JMC) 260	Corporate Communication Lab	2016
33	Bachelor of Arts (Journalism and Mass Communication)	024	BA(JMC) 307	Digital Media Marketing	2016
34	Bachelor of Arts (Journalism and Mass Communication)	024	BA(JMC) 309	Film Appreciation	2016
35	Bachelor of Arts (Journalism and Mass Communication)	024	BA(JMC) 359	Digital Media Marketing Lab	2016
36	Bachelor of Arts (Journalism and Mass Communication)	024	BA(JMC) 361	Film Appreciation Lab	2016



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Dr. Neelam Datta
Director

Jagannath International Management School
(Affiliated to GGS IP University, New Delhi)
OCF Pkt-9, Sec-B, Vasant Kunj, New Delhi-70

SCHEME OF EXAMINATION

&

SYLLABI


of

BACHELOR OF BUSINESS ADMINISTRATION

for

First to Sixth Semester (w.e.f. 2017-2018 Academic Session)




Dr. RAVI K. DHAR
Director

Jagannath International Management School
(Affiliated to GGS IP University, New Delhi)
OCF Pkt-9, Sec-B, Vasant Kuni, New Delhi-70

GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY

DWARKA, NEW DELHI-110078

w.e.f. Academic Session 2017-2018

GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
BACHELOR OF BUSINESS ADMINISTRATION (BBA)

SCHEME OF EXAMINATIONS

Criteria for Internal Assessment

All theory courses have internal assessment of 25 marks and 75 marks for external examination. For the courses related to projects, internal assessment is 50 marks and external examination is 50 marks. The courses related to Lab have 40 marks as internal assessment and 60 marks for external examination.

The internal assessment of the students (out of 25 marks) shall be as per the criteria given below:

1. Class Test-I

- 15 Marks

Written Test Compulsory (to be conducted on the date communicated by the University)

2. Individual Presentation/Viva-Voce/Group Discussion/ Class Participation

- 10 marks

Note: Record should be maintained by faculty and made available to the examination branch of the University.

MAXIMUM & MINIMUM CREDITS OF THE PROGRAM

The total number of the credits of the BBA Programme is 140.

Each student shall be required to appear for examination in all courses. However, for the award of the degree a student should secure at least 132 credits.



Dr. RAVI K. DHAR

Director

Jagannath International Management School
(Affiliated to GGS IP University, New Delhi)
OCF Pkt-9, Sec-B, Vasant Kunj, New Delhi-70



GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
BACHELOR OF BUSINESS ADMINISTRATION (BBA)

SCHEME OF EXAMINATIONS

I. SUMMER TRAINING PROJECT

Each student shall undergo practical training of eight weeks during the vacations after fourth semester in an approved business / industrial / service organization and submit at least two copies of the Summer Training Report to the Director / Principal of the Institution before the commencement of the end-term Examination. The Summer Training Report shall Carry 100 marks. It shall be evaluated for 50 marks by an External Examiner to be appointed by the University and for the rest of the 50 marks by an Internal Examiner to be appointed by the Director / Principal of the Institution.

II. FINAL YEAR PROJECT REPORT

During the sixth semester each student shall undertake a project to be pursued by him/her under the supervision of an Internal Supervisor to be appointed by the Director / Principal. The project should preferably be based on primary data. Both the subject and the name of the Supervisor will be approved by the Director / Principal of the Institution. The Project Report in duplicate along with one soft copy in a CD/DVD will be submitted at least three weeks prior to the commencement of the End Term Examination of the Sixth Semester. Project Report shall carry 100 marks. It shall be evaluated for 50 marks by an External Examiner to be appointed by the University and for the rest of the 50 marks by an Internal Examiner to be appointed by the Director / Principal of the Institution.



A handwritten signature in black ink, appearing to read "Dr. Ravi K. Dhar".

Dr. RAVI K. DHAR

Director

Jagannath International Management School
(Affiliated to GGS IP University, New Delhi)
OCF Pkt-9, Sec-B, Vasant Kunj, New Delhi-70

GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
BACHELOR OF BUSINESS ADMINISTRATION (BBA)

INSTRUCTIONS FOR PREPARATION OF THE PROJECT REPORTS

Students are required to follow the mentioned pattern in preparing the project:

Format of the report:

1. Title page
2. Certificate
3. Acknowledgement
4. Table of Contents
5. Chapter Plan:

Chapter I: Introduction

Objectives of the study
Review of Literature
Research Methodology
Limitations of the study

Chapter II: Profile of the Organization in case of Summer Training Project)

Chapter III: Analysis and Interpretation of Data

Chapter IV: Conclusions and Recommendations

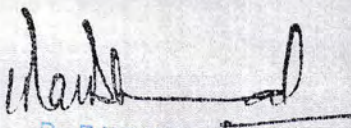
Format for Bibliography

Follow APA style of Referencing (8th edition)

<https://www.scribd.com/document/251154420/Apa-Citation-Style-8th-edition-pdf>

Annexures Questionnaire (if applicable)




Dr. RAVI K. DHAR
Director
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(Affiliated to GGS IP University, New Delhi)
OCF Pkt-9, Sec-B, Vasant Kunj, New Delhi-70

GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY, DELHI
BACHELOR OF BUSINESS ADMINISTRATION PROGRAMME
B.B.A. (Three-Years)

First Semester Examination

Code No.	Paper	Discipline	L	T/P	Credits
BBA 101	Management Process & Organizational Behaviour	Generic Elective/ Interdisciplinary Course	4	-	4
BBA 103	Business Mathematics	Core Discipline	4	-	4
BBA 105	Financial Accounting & Analysis	Core Discipline	4	-	4
BBA 107	Business Economics	Core Discipline	4	-	4
BBA 109	Computer Applications	Skill Enhancement Course	4	-	4
BBA 111	Computer Applications Lab	Skill Enhancement Course	-	4	2
		Total	20	4	22

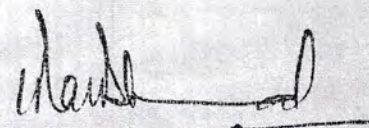
Second Semester Examination

Code No.	Paper	Discipline	L	T/P	Credits
BBA 102	Cost Accounting	Core Discipline	4	-	4
BBA 104	Quantitative Techniques	Core Discipline	4	-	4
BBA 106	E-Ecommerce	Core Discipline	4	-	4
BBA 108	E-Commerce Lab	Skill Enhancement Course	-	4	2
BBA 110	Business Communication	Ability Enhancement- Compulsory	4	-	4
BBA 112	Business Environment	Core Discipline	4	-	4
		Total	20	4	22

Third Semester Examination

Code No.	Paper	Discipline	L	T/P	Credits
BBA 201	Business Laws	Core Discipline	4	-	4
BBA 203	Marketing Management	Core Discipline	4	-	4
BBA 205	Business Ethics and Corporate Social Responsibility	Generic Elective/ Interdisciplinary Course	4	-	4
BBA 207	Management Accounting	Core Discipline	4	-	4
BBA 209	Indian Economy	Core Discipline	4	-	4
BBA 211	Environmental Science* (NUES)	Ability Enhancement - Compulsory	2	-	2
		Total	22	-	22

*NUES: Non University Examination System



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Director

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Fourth Semester Examination

Code No.	Paper	Discipline	L	T/P	Credits
BBA 202	Human Resource Management	Core Discipline	4	-	4
BBA 204	Financial Management	Core Discipline	4	-	4
BBA 206	Research Methodology	Generic Elective/Interdisciplinary Course	4	-	4
BBA 208	Research Methodology Lab	Skill Enhancement Course	-	4	2
BBA 210	Information System Management	Core Discipline	4	-	4
BBA 212	Information System Management Lab	Skill Enhancement Course	-	4	2
BBA 214	Managerial Skill Development	Skill Enhancement Course	2	-	2
			18	8	22

Fifth Semester Examination

Code No.	Paper	Discipline	L	T/P	Credits
BBA 301	Income Tax Law and Practice	Core Discipline	4	-	4
BBA 303	Production & Operations Management	Generic Elective/Interdisciplinary Course	4	-	4
BBA 305	Services Marketing	Core Discipline	4	-	4
BBA 307	Entrepreneurship Development	Generic Elective/Interdisciplinary Course	4	-	4
BBA 309	Goods & Services Tax (GST)	Core Discipline	4	-	4
BBA 311	Summer Training Report	Skill Enhancement Course	-	-	6
			20	0	26

Sixth Semester Examination

Code No.	Paper	Discipline	L	T/P	Credits
BBA 302	Project Management	Core Discipline	4	-	4
BBA 304	Digital Marketing	Core Discipline	4	-	4
BBA 306	International Business Management	Core Discipline	4	-	4
BBA 308	Business Policy & Strategy	Core Discipline	4	-	4
BBA 310	Sales & Distribution Management	Core Discipline	4	-	4
BBA 312	Project Report	Skill Enhancement Course	-	-	6
			20	-	26



Dr. Ravi K. Dhar

Dr. RAVI K. DHAR
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SCHEME OF EXAMINATION

&

DETAILED SYLLABUS

For

BACHELOR OF COMPUTER APPLICATIONS (BCA) DEGREE



Dr. RAVI K. DHANU

Director

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(Affiliated to GGS IP University, New Delhi)
OCF Pkt.-9, Sec-B, Vasant Kunj, New Delhi-70

**GURU GOBIND SINGH
INDRAPRASTHA UNIVERSITY
SECTOR-16C, DWARKA, DELHI**

Note : A Minimum of 40 Lectures is mandatory for each course.
Syllabus of Bachelor of Computer Applications (BCA), approved by BCA Coordination Committee on 26th July 2011 & Sub-Committee Academic Council held 28th July 2011. W.e.f. academic session 2011-12

Bachelor of Computer Applications


FIRST SEMESTER EXAMINATION

Code No.	Paper	L	T/P	Credits	Marks Internal	Marks External
THEROY PAPERS						
BCA 101	Mathematics – I	3	1	4	25	75
BCA 103	Technical Communication	3	0	3	25	75
BCA 105	Introduction to Programming Language using C	3	1	4	25	75
BCA 107	Introduction to Computers & IT	3	1	4	25	75
BCA 109	Physics	3	1	4	25	75
PRACTICALS						
BCA 151	Practical – I C Prog. Lab	0	6	3	40	60
BCA 153	Practical – II IT Lab	0	6	3	40	60
BCA 155*	Communication Skills	2	0	2	100	-----
	Total	17	16	27	305	495

*NUES

TOTAL MARKS : 800




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Director
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Note : A Minimum of 40 Lectures is mandatory for each course.
Syllabus of Bachelor of Computer Applications (BCA), approved by BCA Coordination Committee on 26th July 2011 & Sub-Committee Academic Council held 28th July 2011. W.e.f. academic session 2011-12

Bachelor of Computer Applications

SECOND SEMESTER EXAMINATION

Code No.	Paper	L	T/P	Credits	Marks Internal	Marks External
THEROY PAPERS						
BCA 102	Mathematics – II	3	1	4	25	75
BCA 104	Principles of Management	3	0	3	25	75
BCA 106	Digital Electronics	3	1	4	25	75
BCA 108	Data Structure Using C	3	1	4	25	75
BCA 110	Databse Management System	3	1	4	25	75
PRACTICALS						
BCA 152	Practical – III DS Lab	0	6	3	40	60
BCA 154	Practical – IV DBMS Lab	0	6	3	40	60
BCA 156*	Cyber Ethics	2	0	2	100	-----
	Total	17	16	27	305	495

*NUES

TOTAL MARKS: 800




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OCF Pkt-9, Sec-B, Vasant Kunj, New Delhi-70.

Note : A Minimum of 40 Lectures is mandatory for each course.
Syllabus of Bachelor of Computer Applications (BCA), approved by BCA Coordination Committee on 26th July 2011 & Sub-Committee Academic Council held 28th July 2011. W.e.f. academic session 2011-12

Bachelor of Computer Applications


THIRD SEMESTER EXAMINATION

Code No.	Paper	L	T/P	Credits	Marks Internal	Marks External
THEROY PAPERS						
BCA 201	Mathematics – III	3	1	4	25	75
BCA 203	Computer Architecture	3	1	4	25	75
BCA 205	Front End Design Tool VB.Net	3	1	4	25	75
BCA 207	Principles of Accounting	3	0	3	25	75
BCA 209	Object Oriented Programming using C++.	3	1	4	25	75
PRACTICALS						
BCA 251	Practical – V .NET Lab	0	6	3	40	60
BCA 253	Practical – VI C++ Lab	0	6	3	40	60
BCA 255*	Software Development Skills	2	0	2	100	-----
	Total	17	16	27	305	495

*NUES

TOTAL MARKS: 800




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Director
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OCF Pkt-9, Sec-B, Vasant Kunj, New Delhi-70

Note : A Minimum of 40 Lectures is mandatory for each course.
Syllabus of Bachelor of Computer Applications (BCA), approved by BCA Coordination Committee on 26th July 2011 & Sub-Committee Academic Council held 28th July 2011. W.e.f. academic session 2011-12

Bachelor of Computer Applications

FOURTH SEMESTER EXAMINATION

Code No.	Paper	L	T/P	Credits	Marks Internal	Marks External
THEROY PAPERS						
BCA 202	Mathematics – IV	3	1	4	25	75
BCA 204	Web Technologies	3	1	4	25	75
BCA 206	Java Programming	3	1	4	25	75
BCA 208	Software Engineering	3	1	4	25	75
BCA 210	Computer Networks	3	1	4	25	75
PRACTICALS						
BCA 252	Practical – VII Java Lab	0	6	3	40	60
BCA 254	Practical – VIII Web Tech Lab	0	6	3	40	60
BCA 256*	Personality Development Skills	2	0	2	100	-----
	Total	17	13	28	305	495

*NUES

TOTAL MARKS: 800

Summer Training will be held for 4 weeks after the end of fourth semester.

Viva-Voce will be conducted in fifth semester.




Dr. RAVI K. DHAN
Director

Gannath International Management School
Affiliated to GGS IP University, New Delhi
OCF Pkt. 9, Sec-B, Vasant Kunj, New Delhi - 110070

Note : A Minimum of 40 Lectures is mandatory for each course.

Syllabus of Bachelor of Computer Applications (BCA), approved by BCA Coordination Committee on 26th July 2011 & Sub-Committee Academic Council held 28th July 2011. W.e.f. academic session 2011-12

Bachelor of Computer Applications

FIFTH SEMESTER EXAMINATION

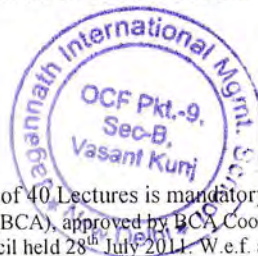
Code No.	Paper	L	T/P	Credits	Marks Internal	Marks External
THEROY PAPERS						
BCA 301	Operating System	3	1	4	25	75
BCA 303	Computer Graphics	3	1	4	25	75
BCA 305	E- Commerce	3	1	4	25	75
***ELECTIVES (Select any One)						
BCA 307	Software Testing	3	1	4	25	75
BCA 309	Microprocessor	3	1	4	25	75
BCA 311	Advance Computer Networks	3	1	4	25	75
BCA 313	Web Based Programming	3	1	4	25	75
BCA 315	Business Economics	3	1	4	25	75
PRACTICALS						
BCA 351	Practical – IX CG Lab	0	8	4	40	60
BCA 355*	Summer Project/ Training	0	0	2	100	-----
BCA 357	Minor Project	---	8	4	40	60
	Total	12	20	26	280	420

*Evaluation will be based on Summer Training held after fourth semester and will be conducted by the college committee only.

*** Any Elective Subject will be offered if minimum 1/3 rd of the total strength of students in the class will opt for it.

**NUES

TOTAL MARKS: 700



(Signature)
Dr. RAVI K. DIXIT
Director

Note : A Minimum of 40 Lectures is mandatory for each course.
Syllabus of Bachelor of Computer Applications (BCA), approved by BCA Coordination Committee on 26th July 2011 & Sub-Committee Academic Council held 28th July 2011. W.e.f. academic session 2011-12
GGS Indraprastha International Management School, New Delhi-70

Bachelor of Computer Applications

SIXTH SEMESTER EXAMINATION

Code No.	Paper	L	T/P	Credits	Marks Internal	Marks External
THEROY PAPERS						
BCA 302	Data Ware Housing & Data Mining	3	1	4	25	75
BCA 304	Mobile Computing	3	1	4	25	75
BCA 306	Linux Environment	3	1	4	25	75
***ELECTIVES (Select any One)						
BCA 308	Multimedia & Its Applications	3	1	4	25	75
BCA 310	Bio Informatics	3	1	4	25	75
BCA 312	Artificial Intelligence	3	1	4	25	75
BCA 314	Network Security	3	1	4	25	75
BCA 316	Network Programming	3	1	4	25	75
PRACTICALS						
BCA 352	Practical – X Linux Lab	0	4	2	40	60
BCA 356	Major Project	----	10	5	40	60
BCA 358**	Seminar	2	0	2	100	
	Total	14	18	25	280	420

Note:

1. The total number of the credits of the BCA programme = 160.
2. Each student shall be required to appear for examinations in all courses. However, for the award of the degree a student shall be required to earn the minimum of 150 credits.

Total Marks : 700

***** Any Elective Subject will be offered if minimum 1/3 rd of the total strength of students in the class will opt for it.**

Note : A Minimum of 40 Lectures is mandatory for each course.

Syllabus of Bachelor of Computer Applications (BCA), approved by BCA Coordination Committee on 26th July 2011 & Sub-Committee Academic Council held 28th July 2011. W.e.f. academic session 2011-12



(Signature)
Dr. RAVI K. DHAR
 Director
 Jagannath International Management School
 Affiliated to GGS IP University, New Delhi

**SCHEME OF EXAMINATION
&
SYLLABI
Of
BACHELOR OF ARTS (JOURNALISM & MASS
COMMUNICATION)**

as per

CHOICE BASED CREDIT SYSTEM

For

First to Sixth Semester

(to be effective from Academic Session 2016-2017 onwards)



**GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY
16-C DWARKA, NEW DELHI-110078**

- i. Approved in the 8th Meeting of the Board of Studies held on 27.06.2016
- ii. To be effective from the Academic Session 2016-17 onwards




Dr. RAVI K. DHAR
Director

Jagannath International Management School

BACHELOR OF ARTS (JOURNALISM & MASS COMMUNICATION)

FIRST SEMESTER EXAMINATION

Course Code	Course Title	L	T/P	Credits
CORE COURSES				
THEORY				
BA (JMC) 101	Communication: Concepts & Processes	4	-	4
BA (JMC) 103	Contemporary India: An Overview	4	-	4
BA (JMC) 105	Basics of Design and Graphics	4	-	4
PRACTICAL/SEMINARS/VIVA VOCE				
BA (JMC) 151	Communication Skills Lab	-	2	2
BA (JMC) 153	Contemporary India: Issues and Debates (Seminars/ Presentations)	-	2	2
BA (JMC) 155	Design & Graphics Lab – I	-	2	2
ELECTIVE COURSES (Select any one from the following)				
BA (JMC) 107	Personality Development	4	-	4
BA (JMC) 109	Writing Skills	4	-	4
BA (JMC) 111	Indian Culture (For Foreign Students Only)*	4	-	4
PRACTICAL/VIVA VOCE (Select Corresponding Lab based on Elective Course)				
BA (JMC) 157	Personality Development Lab	-	2	2
BA (JMC) 159	Writing Skills Lab	-	2	2
TOTAL		16	8*2=16**	24***

*Foreign students will study Course Code BA (JMC) 111, Course Title- Indian Culture as Elective Course along with Course Code BA (JMC) 157, Course Title- Personality Development Lab as Practical Course.

**In practical courses, one credit equals two hours of teaching/ training/ learning.

***Total number of credits include credits of compulsory three Core Courses along with credits of their respective labs and credits of one Elective Course along with credits of corresponding lab/ seminars/ presentations/ workshops.

SECOND SEMESTER EXAMINATION

Course Code	Course Title	L	T/P	Credits
CORE COURSES				
THEORY				
BA (JMC) 102	Print Journalism	4	-	4
BA (JMC) 104	Media Laws and Ethics	4	-	4
BA (JMC) 106	Still Photography	4	-	4
PRACTICAL/VIVA VOCE				
BA (JMC) 152	Print Journalism Lab	-	2	2
BA (JMC) 154	Still Photography Lab	-	2	2
BA (JMC) 156	Design and Graphics Lab – II	-	2	2
ELECTIVE COURSES (Select any one from the following)				
BA (JMC) 108	Health Communication	4	-	4
BA (JMC) 110	Sports Journalism	4	-	4
PRACTICAL/VIVA VOCE (Select Corresponding Lab based on Elective Course)				
BA (JMC) 158	Health Communication Lab	-	2	2
BA (JMC) 160	Sports Journalism Lab	-	2	2
TOTAL		16	8*2=16	24

Soon after the End-Term Examination of the Second Semester, the student shall undergo training/internship in Print Media for a period of four weeks. She/he shall submit in duplicate hard copy and a soft copy of Summer Training Report (STR) along with the DVD of multi-media presentation incorporating the work done during the training/ internship, at least four weeks before the commencement of End Term Examination of the Third Semester. The Summer Training Report shall be supervised by the internal faculty appointed by the Director/ Principal of the institute/ college.

- Approved in the 8th Meeting of the Board of Studies held on 27.06.2016
- To be effective from the Academic Session 2016-17 onwards



[Signature]
Dr. RAVI K. DHAR
Director
Jagannath International Management School
(Affiliated to GGS Indraprastha)

BACHELOR OF ARTS (JOURNALISM & MASS COMMUNICATION)

THIRD SEMESTER EXAMINATION

Course Code	Course Title	L	T/P	Credits
CORE COURSES	THEORY			
BA (JMC) 201	Development Communication	4	-	4
BA (JMC) 203	Basics of Radio Programming and Production	4	-	4
BA (JMC) 205	Basics of Video Camera, Lights and Sound	4	-	4
PRACTICAL/VIVA VOCE				
BA (JMC) 251	Radio Production Lab	-	2	2
BA (JMC) 253	Video Production Lab	-	2	2
BA (JMC) 255	Summer Training Report****	-	-	4
ELECTIVE COURSES (Select any one from the following)				
BA (JMC) 207	Radio Jockeying and News Reading	4	-	4
BA (JMC) 209	Video Editing	4	-	4
PRACTICAL/VIVA VOCE (Select Corresponding Lab based on Elective Course)				
BA (JMC) 257	Radio Jockeying and News Reading Lab	-	2	2
BA (JMC) 259	Video Editing Lab	-	2	2
TOTAL		16	6*2=12	26

**** The Summer Training Report carries 100 marks and shall be evaluated by the Board of Examiners comprising of an Internal Examiner and one External Examiner separately out of 50 marks each. The External Examiner shall be appointed by the Competent Authority.

FOURTH SEMESTER EXAMINATION

Course Code	Course Title	L	T/P	Credits
CORE COURSES	THEORY			
BA (JMC) 202	Basics of Advertising	4	-	4
BA (JMC) 204	Basics of Public Relations	4	-	4
BA (JMC) 206	Television Programming and Production	4	-	4
PRACTICAL/VIVA VOCE				
BA (JMC) 252	Advertising Lab	-	2	2
BA (JMC) 254	Public Relations Lab	-	2	2
BA (JMC) 256	TV Production Lab	-	2	2
ELECTIVE COURSES (Select any one from the following)				
BA (JMC) 208	Television News: Reporting and Anchoring	4	-	4
BA (JMC) 210	Corporate Communication	4	-	4
PRACTICAL/VIVA VOCE (Select Corresponding Lab based on Elective Course)				
BA (JMC) 258	Television News: Reporting and Anchoring Lab	-	2	2
BA (JMC) 260	Corporate Communication Lab	-	2	2
TOTAL		16	8*2=16	24

Soon after the End Term Examination of the Fourth Semester, each student shall undergo a Functional Exposure Training/ Internship for four weeks in Radio/TV/Advertising /Public Relations/NGO. She/ he shall submit in duplicate hard copy and a soft copy of Functional Exposure Report [FER] along with the DVD of multi-media presentation containing the actual experiential learning, at least 4 weeks before the commencement of End Term Examination of the Fifth Semester. The Functional Exposure Report shall be supervised by the internal faculty appointed by the Director/ Principal of the Institute/ College.

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(Signature)
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BACHELOR OF ARTS (JOURNALISM & MASS COMMUNICATION)

FIFTH SEMESTER EXAMINATION

Course Code	Course Title	L	T/P	Credits
CORE COURSES	THEORY			
BA (JMC) 301	Basics of New Media	4	-	4
BA (JMC) 303	Media Research	4	-	4
BA (JMC) 305	Event Management	4	-	4
PRACTICAL/VIVA VOCE				
BA (JMC) 351	New Media Lab	-	2	2
BA (JMC) 353	Media Research Lab	-	2	2
BA (JMC) 355	Event Management Lab	-	2	2
BA (JMC) 357	Functional Exposure Report*****	-	-	4
ELECTIVE COURSES (Select any one from the following)				
BA (JMC) 307	Digital Media Marketing	4	-	4
BA (JMC) 309	Film Appreciation	4	-	4
PRACTICAL/VIVA VOCE (Select Corresponding Lab based on Elective Course)				
BA (JMC) 359	Digital Media Marketing Lab	-	2	2
BA (JMC) 361	Film Appreciation Lab	-	2	2
TOTAL		16	8*2=16	28

*****The Functional Exposure Report [FER] carries 100 marks. The report shall be evaluated out of 50 marks each by a Board of Examiners comprising of Director/Principal or her/his nominee and one External Examiner separately out of 50 marks each. The External Examiner shall be appointed by the Competent Authority.

Each student shall be assigned the Final Project at the end of the Fifth Semester. The Final Project shall be pursued by her/him under the supervision of internal faculty in the Sixth Semester. The student shall make her/his Final Project on the theme/topic approved by the Director of the Institute/Principal in the Fifth Semester. She/ he shall submit in duplicate the hard copy and a soft copy in duplicate of the Final Project along with multi-media presentation at least four weeks before the date of commencement of the End-Term Examination of the Sixth Semester.

The Comprehensive Viva shall be based on all the courses of the programme and future projections of Media & Entertainment industry.

SIXTH SEMESTER EXAMINATION

Course Code	Course Title	L	T/P	Credits
CORE COURSES	THEORY			
BA (JMC) 302	Media Management and Entrepreneurship	4	-	4
BA (JMC) 304	Global Media: An Overview	4	-	4
BA (JMC) 306	Environment Communication	4	-	4
PRACTICAL/VIVA VOCE				
BA (JMC) 352	Final Project and Comprehensive Viva*****	-	-	16
TOTAL		12	-	28

*****The Final Project and Comprehensive Viva carries 100 Marks. It shall be evaluated by the Board of Examiners comprising of the Internal Examiner and External Examiner.

Note: The Board of Examiners shall comprise of the Director/ Principal or her/his nominee and two External Experts out of which one would preferably be from the corporate world i.e. media organisation operating in the country. The quorum shall be deemed to have met if two out of three members are present. The External Examiners shall be appointed by the Competent Authority.

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(Signature)

Dr. RAVI K. DHAR
Director

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