About the Course: B.A. Mass Communication Honours (NEP)

➢ Course Structure

- The course follows the National Education Policy (NEP) 2020, which emphasizes multidisciplinary, flexible, and holistic education.
- It is divided into 8 semesters over 4 years.
- Includes Core Courses, Discipline-Specific Electives, Skill Enhancement Courses, Ability Enhancement Compulsory Courses (AECCs), and Multidisciplinary Courses.

➢ Key Focus Areas

- Journalism
- Advertising
- Public Relations
- Media Laws and Ethics
- Digital Media
- Photography
- Film and Television Studies
- Research and Internship

➢ Types of Course and Choice for selection

SN	Course Type	Choice for Selection
1.	Major (Core) Subject	A student is required to select her/his 'MAJOR' subject from amongst the provided in this scheme of examination before filling the examination form for 1st Semester. Change of major subject shall not be permitted after the examination form is submitted. Major subject comprises Mandatory and Elective Course.
2.	Minor Subject	A student is required to select her/his 'MINOR' subject from amongst the choices provided in this scheme of examination or any other degree program offered by the university in any other faculty before filling the examination form for 3rd Semester. Change of minor subject shall not be permitted after the examination form for 3rd Semester is submitted.
3.	Open Elective Course (OE)	A student is required to select an 'OPEN ELECTIVE' from the 'Open Elective Basket' of any program offered by the university in any faculty before filling the examination form for the semester concerned. Such an 'OPEN ELECTIVE' cannot be selected from the subjects chosen by a student as 'Major' and 'Minor' subjects.

4.	Vocational Skill Course (VSC)	A student is required to successfully complete the 'VOCATIONAL SKILL COURSE' as mentioned in this scheme of examination. This course must be a course corresponding to the 'MAJOR' and/or MINOR subject selected bya student.
5.	Skill Enhancement Course (SEC)	A student is required to select a 'SKILL ENHANCEMENT COURSE' from the basket provided by the university for this purpose. A student is allowed to earn credits for 'SKILL ENHANCEMENT COURSE' by successfully completing online courses of equivalent credits from SWAYAM/NPTEL learning platforms or from other Higher Education Institutions affiliated to RTM Nagpur University provided they are approved by the competent authority of RTM Nagpur University or the courses from Sector Skill Council. However, this needs to be informed by the student to the college before commencement of the semester and an application for transfer of credits is required to be made by the student.
6.	Ability Enhancement Course (AEC)	A student is required to undergo and successfully complete the 'ABILITY ENHANCEMENT COURSE' as mentioned in this scheme of examination.
7.	Indian Knowledge System Course (IKS)	A student is required to undergo and successfully complete the 'INDIAN KNOWLEDGE SYSTEM COURSE' as mentioned in this scheme of examination.
8.	Value Education Course (VEC)	A student is required to undergo and successfully complete the 'VALUE EDUCATION COURSE' as mentioned in this scheme of examination.
9.	Co-Curricular Course (CC)	A student is required to select a 'Co-Curricular Course' as mentioned in this scheme of examination. This course must be completed at the Higher Education Institute (HEI) where the student has taken admission and transfer of credit is not permissible for this type of course.
10.	Field Project (FP)/ On the Job Training (OJT)/Community Engagement Project (CEP)/ Research Project (RP)	A student is required to undergo and successfully complete this course as mentioned in the scheme of examination under the guidance of a supervisor/mentor assigned by the HEI. This course must be corresponding to the 'MAJOR.' (RP) This course must be completed at the HEI where the student has taken admission and transfer of credit is not permissible for this type of course.

➢ Eligibility for Award of Certificate/Diploma/Degree/Honours or Research Degree

Levels	Qualification Title	Additional Credit Sem. Year Credits to be Earned	Credit Earned	Semester	Year
4.5	UG Certificate in Mass Communication OR Continue with Major	4 (NSQF* Course or Internship)	40	2	1
5.0	UG Diploma in (Major & Minor) OR Continue with Major	4 (NSQF* Course or Internship)	84	4	2
5.5	Three Year Bachelor's Degree in Mass Communication OR Continue with Major & Minor	Not Required	124	6	3
6.0	Bachelor's Degree in Mass Communication (Honors/Research) with Major and Minor	Not Required	164	8	4

➢ Assessment

- The Assessment Plan will consist of Continuous Internal Evaluation (CIE) and Semester End Examination (SEE) for each course/subject taken together.
- For all the courses under all programs (subjects), semester examinations will be conducted at RTM Nagpur University level

➢ CIE Assessment Plan

		4 Credit Subject	2 Credit Subject
1a	Attendance of the student during a particular semester	05 Marks	02 Marks
1b	An assignment (min. two) based on curriculum to be assessed by the teacher concerned	05 Marks	02 Marks
1c	Subject wise class test (min. two) or activities conducted by the teacher concerned with proper rubrics.	10 Marks	06 Marks
	Continuous Internal Evaluation (CIE) marks/course	20	10