



ST. XAVIER'S COLLEGE – MUMBAI
(Est. 1869)

(An Autonomous College affiliated with the University of Mumbai)


Syllabus for Undergraduate Programme as per
National Education Policy (NEP-2020)

Programme: BA in
Mass Communication and Journalism
With Minor in
Management studies/Accounting and
Finance/Information Technology

The academic year 2023–2024

APPROVED SYLLABUS




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Preamble:

The foundational principles of the National Education Policy 2020 (NEP 2020) released by MHRD are:

- Multidisciplinary and holistic education (student-centred), encompassing courses from multiple disciplines across the sciences, social sciences, arts, humanities, and commerce for a multidisciplinary world, with emphasis on outcome-based learning.
- 50-50 formulation, where 50% of the credits must be from the core discipline and the rest 50% from other disciplines. In addition, 50% of the course must be conceptual and theory based and the rest 50% must be the application of the concepts into practice through student engagement in activities/apprenticeship and internship. Pedagogic methods must be problem-centered/ based and project-based learning and activities.
- Integration of technology into teaching-learning-evaluation resources, blended teaching learning (face-to-face, online collaborative learning, hands-on and practicum and flipped learning), strengthening research pedagogy of the discipline.
- Integrating skilling and employability with curriculum and teaching learning across disciplinary, inter-disciplinary, and multi-disciplinary studies.
- Multiple entry and exit options for students within an academic programme of study with credit transfer and accumulation of credits in the Academic Bank of Credits (ABC).
- Equality is the Goal, and Equity is a process to achieve equality and inclusion to promote students' sense of belonging.

The framework of the choice-based credit system

Major Subject: A single subject course of study pursued by a student as a mandatory requirement of the programme of study. Indian knowledge system (IKS) to be included in the core courses.

Elective Course: An elective course could be a project designed to acquire skills to supplement the major study.

Minor Subject: A second subject of study pursued by a student as an additional requirement of the programme of study.

OE: Open Elective - An elective course chosen generally from an unrelated discipline/subject, to seek multidisciplinary exposure.

AEC: Ability Enhancement Course - Mandatory Courses on content related to Language, and Literature (i) Compulsory – English communication (ii) Elective – any Indian language other than English.

IKS: Indian Knowledge System (Generic) – Mandatory course - an overview of the contribution of India towards multidisciplinary research and development.

VSC: Vocational Skill Course – Courses aimed at imparting practical skills, hands-on training, and soft skills to increase the employability of students. Specific or supporting the major subject is to be chosen from a basket/pool offered by the college.

SEC: Skill Enhancement Course – Courses aimed at imparting practical skills, hands-on training, and soft skills to increase students' employability. It could be chosen from a basket/pool offered by the college or a MOOC on Swayam or NPTEL platforms.



SXCM/Department of Mass Media/NEP/2023-2024

On-Job Training (OJT)/Internship/Field Project (FP)/Community Engagement Programme (CEP) Research Project (RP): Application of knowledge/concepts in solving or analyzing a real-life problem. All these are related to the major subject.

CC: Co-curricular Course – For the holistic development of students through Cultural activities such as performing art, visual art, NCC, NSS, Yoga, etc.

VEC: Value Education Course – Compulsory courses on (i) The Constitution of India and (ii) Environmental Education.

FYUGP Credit Structure with number of courses 2023-24													
Level	Sem	Sub-1/Major	Elective	Sub-2/Minor	OE	VSC	SEC	IKS generic	AEC	VEC	OJT, FP, RP, CEP, CC	Total	Degree/Cum Cr
4.5/100-199 (2023-24) First Year	Sem 1	1	0	1	2	1	1	1	1	1	0	9	44 credits UG certificate
	Sem 2	1	0	1	2	1	1	0	1	1	CC 1	9	
Introductory Courses		2	0	2	4	2	2	1	2	2	1	18	
Exit option with a UG Certificate in Major &/or Minor with an additional 4 credits NSQF course/internship OR continue with Major & Minor													
5/200-299 (2024-25) Second Year	Sem 3	2	0	1	1	1	0	0	1	0	FP CEP 1 (Sci) & CC 1	8	88 credits UG Diploma
	Sem 4	2	0	1	1	0	1	0	1	0	FP CEP 1 (Art/Com) & CC 1	8	
Intermediate Courses		6	0	4	6	3	3	1	4	2	5	34	
Exit option with a UG Diploma in Major & Minor with an additional 4 credits NSQF course/internship OR continue with Major & Minor													
5.5/300-399 (2025-26) Third Year	Sem 5	3	1	1	0	1	0	0	0	0	FP 1	7	132 credits UG Degree
	Sem 6	3	1	1	0	0	0	0	0	0	OJT 1 Internship	6	
Higher Courses		12	2	6	6	4	3	1	4	2	7	27	
Exit option with a Three-Year Bachelor Degree with Major and Minor OR continue with Major & Minor (Fourth year by Papers)													
6/400-499 (2026-27) Fourth Year	Sem 7	3	1	RM 1	0	0	0	0	0	0	FP 1	6	176 credits UG Honours
	Sem 8	3	1	0	0	0	0	0	0	0	OJT 1 Internship	5	
Advanced Courses		18	4	7	6	4	3	1	4	2	9	58	
Exit option with a Three-Year Bachelor Degree with Major and Minor OR continue with Major & Minor (Fourth year by Research)													
6/400-499 (2026-27) Fourth Year	Sem 7	3	1	RM 1	0	0	0	0	0	0	RP 1	6	176 credits UG Honours with Research
	Sem 8	3	1	0	0	0	0	0	0	0	RP 1	5	
Advanced Courses		18	4	7	6	4	3	1	4	2	9	58	
Four-Year UG Honours with Research Degree with Major and Minor													

FYUGP Credit Structure from 2023-24 (Self financed)													
Level	Sem	Major (Sub-1)	Elective	Minor (Sub-2)	OE	VSC	SEC	IKS Generic	AEC, VEC	OJT, FP, RP, CEP, CC	Cum Cr/Sem	Degree/Cum Cr	
4.5 (2023-24)	Sem 1	4	0	4	4	4	4	6	0	22	44 UG certificate		
	Sem 2	4	0	4	4	4	4	4	2	22	44 UG certificate		
	Cum Cr	8	0	8	8	8	8	10	2	44			
Major subject-specific IKS of 2 credits must be done as 2 units (could be 1 unit + 1 unit) from Sem 3 to Sem 6													
Exit option with a UG Certificate in Major with an additional 4 credits core NSQF course/internship OR continue with Major & Minor													
5 (2024-25)	Sem 3	8	0	4	2	2	2	2	4	22	88 UG Diploma		
	Sem 4	8	0	4	2	2	2	2	4	22			
	Cum Cr	24	0	16	12	12	14	10	88				
Exit option with a UG Diploma in Major & Minor with an additional 4 credits core NSQF course/internship OR continue with Major & Minor													
5.5 (2025-26)	Sem 5	12	4	2	0	2	0	0	2	22	132 UG Degree		
	Sem 6	12	4	2	0	0	0	4	22				
	Cum Cr	48	8	20	12	14	14	16	132				
6 (2026-27)	Sem 7	12	4	4	0	0	0	0	2	22	176 UG Honours		
	Sem 8	12	4	0	0	0	0	6	22				
	Cum Cr	72	16	20	12	14	14	24	176				
Exit option with a Three-Year Bachelor Degree with Major and Minor OR continue with Major & Minor													
6 (2026-27)	Sem 7	10	4	4	0	0	0	4	22	176 UG Honours with Research			
	Sem 8	10	4	0	0	0	0	8	22				
	Cum Cr	68	16	20	12	14	14	28	176				
Four-Year UG Honours with Research Degree with Major and Minor													

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BA in Mass Communication and Journalism BA (MCJ)

The Mass Media department established in the year 2002 offers the program BA (MCJ) in line with the demands of the creative media and journalism industries. The program lays emphasis in training students in professional media skills i.e. content creation, film production, podcasting and digital production. The curriculum also mandates a critical foundation in critical thinking, social enterprise, conflict resolution and strategic thinking through courses in liberal arts.

Our students find placements in top companies in media content management, strategic planning, journalistic ventures, branding, digital marketing, filmmaking, consumer research and allied businesses. Students also launch their own start-ups in the media and digital business.

Our graduates seeking higher education receive admissions in Ivy League schools, IIMs, NYU, and SOAS etc.

The department's alumni play a key role in mentoring students and providing them networking opportunities with the industry.

Our Alumni have found industry recognition from Oscar awards to national awards in Journalism and cinematography. Cannes awards in brand communication. AAI awards in research, broadcasting, PR and marketing.

Programme Outcomes aligned to the Vision and Mission of St. Xavier's College (Autonomous), Mumbai (Bachelor's degree programme)

The students who complete three years of an undergraduate programme will be able to manifest skills and competencies in the following areas:

- 1. Disciplinary knowledge and Core competencies/skills:**
Demonstrate (i) a lucid understanding of the fundamentals of the subject-related curriculum and (ii) basic and global skills in the academic field of study.
- 2. Critical and Creative thinking:**
(i) Critically reflect on acquired knowledge and skills in areas of core competencies (ii) Explore new possibilities and be resourceful by generating relevant and practical ideas
- 3. Problem-solving and Analytical reasoning:**
Demonstrate skills in identifying and investigating a problem. Collect relevant qualitative and quantitative data and analyze the results meaningfully.
- 4. Research-related skills:**
(i) Apply comprehensive research-based knowledge and skills required for identifying issues, interpreting results, and synthesis of valid information. (ii) Communicate results of studies undertaken in an academic field effectively and accurately.
- 5. Social Application of research and development:**
Employ core competencies and skills to develop solutions for the improvement of social and environmental conditions.
- 6. Industry-related skills:**
Employ skills that are relevant to the industry and commit to strong work ethics and professionalism.
- 7. Ethical and Moral Integrity:**
Practice values such as honesty, transparency, and accountability and commit to interpersonal and social ethics.
- 8. Empathy and Social Intelligence:**
Cultivate and demonstrate affective, interpersonal, social, and spiritual intelligence.

9. Collaboration, Teamwork, and Multidisciplinary competence:

Apply knowledge and skills as an individual, team member or leader to manage ventures in mono disciplinary and interdisciplinary settings.

10. Leadership and Management:

Demonstrate effective strategic planning, and efficient organizational and transformational leadership skills to manage a mission embarked upon.

11. Social Concern:

Demonstrate (i) empathy and care for the marginalized and disadvantaged, (ii) respect, compassion, and concern for others.

12. Social responsibility and inclusion:

(i) Strive for social justice, harmony, and solidarity (ii) Value cultural pluralism and diversity.

13. Environmental Wellbeing

Investigate and design strategies to care for and enhance the well-being of the environment.

14. Self-motivation and Lifelong learning:

Develop a passion for ongoing personal and professional growth.

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Abbreviations:

- OE: Open Electives
- AEC: Ability Enhancement Course
- VSC: Vocational Skill Course
- SEC: Skill Enhancement Course

List of Courses offered from Semesters 1-8 in BA in Mass Communication and Journalism

Level	Semester	Major (Sub-1) Course titles	Minor (Sub-2) Course titles	Electives
4.5 100-199	Sem 1	Mass Communication Society, Change	Introduction to Advertising (Offered to BMS/BSc IT/BAF students)	
	Sem 2	History Of Ideas	1.Digital Content & Marketing (Offered to BMS/BSc IT/BAF students)	
5 200-299	Sem 3	1. Media Laws and Internet Governance 2. Cultural Studies	Introduction to Strategic Communication (BMS, BSc IT, BAF)	
	Sem 4	1.Digital Marketing 2.Introduction to Creative Advertising	Tech Reporting & Business Reporting (BMS, BSc IT, BAF)	
5.5 300-399	Sem 5	1. Media Theory	Image & Celebrity Management	Film Appreciation or Theatre



		2. Internet of Things 3. Consumer Behavior	(BMS, BSc IT, BAF)	
	Sem 6	1. Global Media Markets 2. International Debates in Media 3. Financial Markets	Visual Design (BMS, BSc IT, BAF)	Performance Art or Mass Media Research
6 400-499	Sem 7	1. Economics, trade and policy frameworks for Conflict Resolution 2. Mapping consumption patterns through Consumer behavior 3. Branding strategies	Research Methodology	News Editing and Broadcasting or Copywriting
	Sem 8	1. Entrepreneurship 2. Financial Tools for business decisions Social Media Management- 3. Persuasion Strategies		Visualization of Data for storytelling or Film Making



	Total			
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Level	Semester	OE Course title/s	VSC Course title/s	SEC
4.5 100-199	Sem 1	1.Communication & Society 2. Current media events- reading and analysis.	Introduction to Visual Design & Computer Graphics	Storytelling in the Digital Age
	Sem 2	1.Communication & Society 2. Current media events- reading and analysis.	Computer Graphics & Web Design	Podcast & Community Radio
5 200-299	Sem 3		Business of Culture	Web Designing for Marketing
	Sem 4			Photography
5.5 300-399	Sem 5		AV Editing	
	Sem 6			

Composition of the Board of Studies in Mass Media Studies in 2023 – 2024

1. Mumbai University Representative

VC Nominee
Dr. Padmaja Arvind
Principal
The SIA College of Higher Education, Thane
University of Mumbai.

2. Members from other Universities

- a. Dr. Sharmishtha Saha
Department of Humanities & Social Sciences
Indian Institute of Technology Bombay, Powai
- b. Ms. Rifa Patel
Coordinator

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Department of Multimedia and Mass Communication
HR College, HSNC University Mumbai

3. Industry Expert

a. Ms. Fiona Fernandez (Journalism)
Feature Editor, Mid-Day
Mumbai

b. Mr. Zakir Farooqui (Digital Media)
Regional Business Manager, Eccentric
Mumbai

4. Experts from outside college (co-opted)

Mr. Saurabh Kanwar
Freelance, specialist in Marketing & Soft Skills
Mumbai

5. Meritorious Alumni of the Department

Ms. Farah Dastur (BMM Batch of 2007 – 2010)
Global Brand Manager, Unilever
Mumbai

6. Faculty Members of the Department

Ms. Perrie Subramaniam (Head of the Department)
Ms. Akshara Jadhav
Ms. Sancia Dsouza
Fr. John Mezsia s.j.

Four-Year Undergraduate Programme in Mass Media: BA-MCJ

Year of Implementation	Semester	Course Code	BOS Date	Academic Council Date
2023-2024	1	BA MCJ UAMCJ4501MJ1 UAMCJ4501MN1 UAMCJ4501SE1 UAMCJ4501VS1 UAMCJ4501OE1 UAMCJ4502OE1 UAMCJ4501AE1	28 th March 2023	21 st April 2023

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2023-2024	2	BA MCJ UAMCJ4502MJ1 UAMCJ4502MN1 UAMCJ4502SE1 UAMCJ4502VS1	02 nd October 2023	06 th October 2023
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PSO	Programme Specific Outcomes (PSOs)
PSO 1	Students will have the ability to deconstruct communication and hence have an effective discerning understanding of all forms of Media content.
PSO 2	They will have the tool kit to produce effective communication to support business decision making.
PSO 3	They will be equipped to learn-unlearn and relearn. Update themselves with upcoming technologies in A/V content production.
PSO 4	They will have the skill to conceive and produce podcast and design communication material
PSO 5	Student will be ready with industry level competency to convert business goals into appropriate media content with efficient use of the tool kit.
<i>Exit option upon completion of Certificate Course</i>	
PSO 1	Students will be introduced to the business pivots in media with foundational constructs.
PSO 2	They will gain experience in the tool kit of designing simple social media content with an achievable business goal.
PSO 3	They will develop data understanding and fundamentals in data interpretation
PSO 4	They will develop the skill in creative visualization and photography.
PSO 5	Student will be industry ready for position supporting line managers in client deliverables and achieving business goals with efficient use of tool kits in audio and visual capabilities.
<i>Exit option with a Diploma in Mass Communication and Journalism</i>	
PSO 1	Students will be introduced to the individual verticals of Media business of financial management, accounting practices to have a business approach to media content making
PSO 2	They will be introduced to the strategic aspects of media business like branding, persuasion in communication, consumer behavior combined with policy and marketing

PSO 3	They will be trained in the Journalistic trade with exposure to critical readings in contemporary aspects of media championed opinions and polity.
PSO 4	They will be introduced to digital humanities with introduction to block chain technologies, current trends in consumer research through live projects
PSO 5	Students will be industry ready with effective design capabilities to create solutions for businesses.
	<i>Exit option with a BA in Mass Communication and Journalism</i>
PSO 1	Students will be initiated into growth areas for the new world economies through a choice ranging from liberal ideas to economic policies to luxury businesses.
PSO 2	They will develop competencies in strategic decision making for media businesses over a wide spectrum of industries where media management plays an integral part from health, education, national policy think tanks to digital marketers to global brands.
PSO 3	They will through guided apprenticeship curate their strategic content in a media lab that will serve as an incubator for their progress into the digital and physical economies.
PSO 4	Students will have an industry-validated portfolio that will launch their careers into entrepreneurial or intra-preneurial paths.
	<i>Graduate with a BA Honors in Mass Communication and Journalism</i>

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