SVKM's Usha Pravin Gandhi College of Arts, Science and Commerce (Autonomous), Mumbai
Bachelor of Arts in Multimedia Communication (BAMMC) Program Structure for First Year 2024-2025

SEMESTER I		SEMESTER II	
MAJOR		**MAJOR**	
Fundamentals of Mass Communication		Introduction to Media studies	
MINOR		**MINOR**	
Introduction to News Media and Advertisements-I		Introduction to News Media and Advertisements-II	
		Processes and Techniques of Reporting	
OE (Open Elective)		**OE (Open Elective)**	
Principles of Management		Information Technology in Business Management	
1.Introduction to Indian Literature OR 2. Data Management in Excel		1.Introduction to World Literature OR 2.Web Designing	
VSC/SEC (Vocation Specific Course/Skill Enhancement Course)		**VSC/SEC (Vocation Specific Course/Skill Enhancement Course)**	
Content Writing (SEC)		Introduction to Script writing (VSC)	
Multimedia (VSC)		Introduction to Radio and TV (SEC)	
AEC/VEC/IKS (Ability Enhancement Course/Value Education Course/Indian Knowledge System)		**AEC/VEC/IKS (Ability Enhancement Course/Value Education Course/Indian Knowledge System)**	
Communication Skills - I (AEC)		Communication Skills - II (AEC)	
Introduction to Constution (VEC)		Environmental Studies (VEC)	
Indian History of Art (IKS)			
CC (Co-curricular Course)		CC (Co-curricular Course)	
Health and Well-being		NSS / DLLE Yoga / Cultural	
Total Credits	22	Total Credits	22

Total Number of Credits in FYBAMMC: 44 and Total Courses: 20

Figure in the brackets represent number of credits.

USP of BAMMC: The unique selling proposition of BAMMC course encompasses a range of key elements: it provides multimodal storytelling skills, ensures adaptability to technological changes, focuses on practical skill development, offers diverse career opportunities, facilitates network building, incorporates interdisciplinary learning, and applies knowledge to real-world scenarios