

SEMESTER I		SEMESTER II	
<b>MAJOR</b>		<b>MAJOR</b>	
Fundamentals of Mass Communication		Introduction to Media studies	
<b>MINOR</b>		<b>MINOR</b>	
Introduction to News Media and Advertisements-I		Introduction to News Media and Advertisements-II	
		Processes and Techniques of Reporting	
<b>OE (Open Elective)</b>		<b>OE (Open Elective)</b>	
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	
<b>VSC/SEC (Vocation Specific Course/Skill Enhancement Course)</b>		<b>VSC/SEC (Vocation Specific Course/Skill Enhancement Course)</b>	
Content Writing (SEC)		Introduction to Script writing (VSC)	
Multimedia (VSC)		Introduction to Radio and TV (SEC)	
<b>AEC/VEC/IKS (Ability Enhancement Course/Value Education Course/Indian Knowledge System)</b>		<b>AEC/VEC/IKS (Ability Enhancement Course/Value Education Course/Indian Knowledge System)</b>	
Communication Skills - I (AEC)		Communication Skills - II (AEC)	
Introduction to Constitution (VEC)		Environmental Studies (VEC)	
Bharatiya Gyan Parampara(BGP)			
<b>CC (Co-curricular Course)</b>		<b>CC (Co-curricular Course)</b>	
NSS1 / DLLE1 / Yoga 1 / Cultural 1 /Sports 1		NSS 2 / DLLE 2 Yoga 2 / Cultural 2 /Sports 2	
Total Credits	22	Total Credits	22

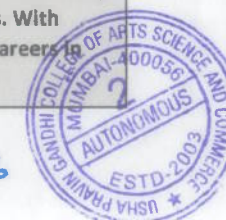
Total Number of Credits in FYBAMMC: 44 and Total Courses: 20  
Figure in the brackets represent number of credits.



**USP of BAMMC:** The Bachelor's of Arts in Multimedia and Mass Communication (BAMMC) at Usha Pravin Gandhi College is uniquely positioned between analytical disciplines like marketing and creative fields such as advertising, PR, branding, and media. The programme caters to both strategic and creative minds, blending consumer psychology, market research, communication, and campaign planning. Supported by a dynamic in-house faculty comprising experienced academicians and industry professionals, the course offers a unique curriculum designed to meet changing industry needs. With multinational tie-ups, international exposure, and hands-on projects, students gain practical, industry-ready skills and are prepared for careers in advertising, digital marketing, PR, media planning, branding, market research, content strategy, and corporate communication.

*Arul*  
9/4/26

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09/04/2026



**Shri Vile Parle Kelavani Mandal's**  
**USHA PRAVIN GANDHI COLLEGE OF ARTS, SCIENCE AND COMMERCE (AUTONOMOUS)**  
**NAAC Reaccredited 'A+' Grade, CGPA: 3.27**  
**NEP Structure: BAMMC 2026-2030**

Semester	Major (Sub-1)	Elective	Minor (Sub-2)	OE	VSC	AEC	VAC	IKS	OJT, FP, RP, CEP	Total (Credits)
					SEC				CC	
Sem 1	Fundamentals of Mass Communication (4 credits)	N/A	Introduction to News Media and Advertising- I (2 credits)	Principles of Management (2 credits) AND Introduction to Indian Literature(2 credits) OR Data Management in Excel ( 2 credits)	Content writing (2 credits) & Multimedia (2 credits)	Communication Skills-I (2 credits)	Introduction to Constitution (2 credits)	Bharatiya Gyan Parampara (Generic) (2 credits)	YOGA 1/ DLLE 1/ SPORTS 1/ NSS 1/ CULTURAL 1	22 Credits
Sem 2	Introduction to Media Studies ( 4 credits)	N/A	Introduction to News Media and Advertising- II (2 credits) AND Processess and Techniques of Reporting (2 credits)	Information Technology in Business Management (2 credits) AND Introduction to World Literature(2 credits) OR Web Designing (2 credits)	Introduction to Radio and Television (2 credits) Introduction to Script writing (2 credits)	Communication Skills-II (2 credits)	Environmental Studies (2 credits)	NIL	YOGA 2/ DLLE 2/ SPORTS 2/ NSS 2/ CULTURAL 2 (2)	22 Credits
<b>Total</b>		<b>8</b>	<b>8</b>	<b>8</b>	<b>8</b>	<b>4</b>	<b>4</b>	<b>2</b>	<b>4</b>	<b>44</b>

**Exit option with Certificate (44 credits + 4 skill credits)**

Semester	Major (Sub-1)	Elective	Minor (Sub-2)	OE	VSC	AEC	VAC	IKS	OJT, FP, RP, CEP	Total (Credits)
					SEC				CC	
Sem 3	Corporate Communications and Public Relations (4 Credits) & Journalism and Public Opinion (4 Credits)	0	Film Studies (4 credits)	Business Analytics-I (2 credits) OR Travel and Tourism -I (2 credits)	Mobile Media Editing (2 credits)	Hindi Level I (2) OR Marathi Level I (2) OR Gujarati Level I (2) OR Sanskrit Level I (2)	NIL	NIL	YOGA 3/ DLLE 3/ SPORTS 3/ NSS 3/ CULTURAL 3 (2) & FP (2 credits)	22 Credits
Sem 4	Integrated Marketing Communications (4 Credits) & Media Laws & Ethics (4 Credits)	0	Mass Media Research (4 credits)	Business Analytics-II (2 credits) OR Travel and Tourism -II (2 credits)	Writing & Editing for Media (2 credits)	Hindi Level II (2) OR Marathi Level II (2) OR Gujarati Level II (2) OR Sanskrit Level II (2)	NIL	NIL	YOGA 4/SPORTS 4/NSS 4/DLLE 4/CULTURAL 4 (2) & FP (2 credits)	22 Credits
<b>Total</b>	<b>16</b>	<b>0</b>	<b>8</b>	<b>4</b>	<b>4</b>	<b>4</b>	<b>0</b>	<b>0</b>	<b>8</b>	<b>44</b>

**Exit Option With Certificate (88 Credits + 4-Skill Credits)**

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9/4/26

*Shree*  
09/04/2026




**Shri Vile Parle Kelavani Mandal's**  
**USHA PRAVIN GANDHI COLLEGE OF ARTS, SCIENCE AND COMMERCE (AUTONOMOUS)**  
**NAAC Reaccredited 'A+' Grade, CGPA: 3.27**  
**NEP Structure: BAMMC 2026-2030**

Semester	Major (Sub-1)	Elective	Minor (Sub-2)	OE	VSC	AEC	VAC	IKS	OJT, FP, RP, CEP	Total (Credits)
					SEC				CC	
Sem 5	Consumer Behaviour (4 Credits), (4 Credits), Lifestyle Journalism & Indigenous Knowledge (2 credits), Brand Building (4 credits)	Copywriting (2 Credits) OR Alternative News Media (2 Credits)	Marketing Research (4 Credits)		Broadcast Media (4 Credits)					
				NIL		NIL	NIL	NIL	FP (2 credits)	22 Credits
Sem 6	Understanding Digital Media (4 Credits), Media Planning and Buying (4 Credits), Integrated Media Design (2 credits)	Marketing Media Strategies (4 credits) OR Photojournalism (4 credits)	International Communication Strategies (4 Credits)						OJT (4 Credits)	
				NIL	NIL	NIL	NIL	NIL		22 Credits
<b>Total</b>	<b>24</b>	<b>2</b>	<b>8</b>	<b>0</b>	<b>4</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>6</b>	<b>44</b>
<b>Exit Option With Degree (132 Credits)</b>										

*Prerna*  
9/4/26

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05/04/2026



The seal is circular with the text 'USHA PRAVIN GANDHI COLLEGE OF ARTS SCIENCE AND COMMERCE' around the perimeter. In the center, it says 'MUMBAI-400056', '2', 'AUTONOMOUS', and 'ESTD-2008'.