

**GANDHI INSTITUTE OF TECHNOLOGY AND MANAGEMENT (GITAM)**

(Deemed to be University)

VISAKHAPATNAM \* HYDERABAD \* BENGALURU

Accredited by NAAC with A<sup>++</sup> Grade

**GITAM School of Humanities and Social Sciences**



**CURRICULUM AND SYLLABUS**

**4 Year Undergraduate Programme**  
**UMSTU05: B.A. Mass Communication**

w.e.f. 2024-25 admitted batch  
(Updated on July 2025)

# **Academic Regulations**

**Applicable for the Undergraduate Programmes in the  
Schools of Business (except B.Com.), Humanities & Social Sciences  
and Science (except B.Sc.(CSCS), B.Optomtry, B.C.A)**

**<https://www.gitam.edu/academics/academic-regulations>**

# **GANDHI INSTITUTE OF TECHNOLOGY AND MANAGEMENT**

## **Vision**

GITAM will be an exceptional knowledge-driven institution advancing on a culture of honesty and compassion to make a difference to the world.

## **Mission**

- Build a dynamic application-oriented education ecosystem immersed in holistic development.
- Nurture valuable futures with global perspectives for our students by helping them find their ikigai.
- Drive impactful integrated research programmes to generate new knowledge, guided by integrity, collaboration, and entrepreneurial spirit.
- Permeate a culture of kindness within GITAM, fostering passionate contributors.

## **Quality Policy**

To achieve global standards and excellence in teaching, research, and consultancy by creating an environment in which the faculty and students share a passion for creating, sharing and applying knowledge to continuously improve the quality of education.

## **GITAM School of Humanities and Social Sciences**

### **Vision**

To become a global leader in liberal arts education with value orientation

### **Mission**

1. To impart education with socio-cultural values
2. To nurture the ideas of equity, equality and democracy
3. To inculcate the notions of human and economic development with a focus on sustainability and health
4. To develop the concepts of peaceful co-existence among diverse peoples and species
5. To inculcate respect for interdisciplinarity and trans-disciplinarity in education and at work
6. To develop the ethic of thinking globally and acting locally

## **VISION AND MISSION OF THE DEPARTMENT**

### **VISION**

Our vision is to become a leading department in media studies and visual communication, recognized for our commitment to innovation, excellence, and ethical practices. We aim to prepare professionals who understand the impact of media and visual communication on society and are equipped to shape their future in meaningful ways. By fostering creativity, collaboration, and a culture of lifelong learning, we seek to empower our graduates to make a positive difference in the world through both media and visual communication.

### **MISSION**

- To provide students with a solid foundation in media studies and visual communication, blending theoretical knowledge with practical skills to prepare them for the demands of the industry.
- We are dedicated to creating an inclusive and supportive learning environment that encourages creativity, critical thinking, and ethical decision-making.
- Our goal is to offer hands-on experiences that connect classroom learning with real-world media practice, helping Students Bridge the gap between academia and industry.
- We strive to stay current with changes in technology and media trends, ensuring our students are well-prepared for the challenges of the modern media landscape.

### Programme Educational Objectives (PEOs)

- PEO 1:** Impart knowledge of Mass Communication and related areas of studies and equip the students with the skills required to become competent and efficient industry- ready professionals in the Media and Entertainment sector.
- PEO 2:** Empower learners by helping them hone their communication, ICT skills, and other professional and life skills as well as enhance their competencies in the digital media.
- PEO 3:** Imbibe the culture of research, innovation, entrepreneurship, and incubation.
- PEO 4:** Develop professional ethics, democratic values, and cultivate an appreciation of Indian and global cultures besides an attitude that embraces diversity and inclusion.
- PEO 5:** Motivate students to become socially responsible professionals with local insights and global vision.
- PEO 6:** The ability to undertake research on mass communication, analyze data to discover the trends and bring out useful information in the field of mass media and communication

### PEO Articulation

|    | PEO1 | PEO2 | PEO3 | PEO4 | PEO5 | PEO6 |
|----|------|------|------|------|------|------|
| M1 | 3    | 3    | 2    | 3    | 3    | 2    |
| M2 | 3    | 3    | 3    | 3    | 3    | 3    |
| M3 | 1    | 2    | 1    | 1    | 2    | 3    |
| M4 | 3    | 3    | 3    | 3    | 3    | 3    |
| M5 | 3    | 3    | 3    | 3    | 3    | 3    |
| M6 | 3    | 1    | 2    | 3    | 3    | 3    |

*3 - High Correlation, 2 - Medium Correlation, 1 - Low Correlation*

## UMSTU05: B.A. Mass Communication

### Programme Outcomes (POs) and Programme Specific Outcomes (PSOs)

At the end of the Programme the students would be able to demonstrate:

- PO1:** Complex problem-solving:
- To solve different kinds of problems in familiar and non-familiar contexts and apply the learning to real-life situations.
- PO2:** Critical thinking:
- Apply analytic thought to a body of knowledge, including the analysis and evaluation of policies, and practices, as well as evidence, arguments, claims, beliefs, and the reliability and relevance of evidence.
  - Identify relevant assumptions or implications and formulate coherent arguments.
  - Identify logical flaws and holes in the arguments of others.
  - Analyze and synthesize data from a variety of sources and draw valid conclusions and support them with evidence and examples.
- PO3:** Creativity:
- Create, perform, or think in different and diverse ways about the same objects or scenarios.
  - Deal with problems and situations that do not have simple solutions.
  - Innovate and perform tasks in a better manner.
  - View a problem or a situation from multiple perspectives.
  - Think 'out of the box' and generate solutions to complex problems in unfamiliar contexts.
  - Adopt innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence.
- PO4:** Communication Skills:
- Listen carefully, read texts and research papers analytically and present complex information in a clear and concise manner to different groups / audiences.
  - Express thoughts and ideas effectively in writing and orally and communicate with others using appropriate media.
  - Confidently share views and express herself / himself.
  - Construct logical arguments using correct technical language related to a field of learning, work/vocation, or an area of professional practice, and convey ideas, thoughts, and arguments using language that is respectful and sensitive to gender and other minority groups.
- PO5:** Analytical reasoning/thinking:
- Evaluate the reliability and relevance of evidence.
  - Identify logical flaws in the arguments of others.
  - Analyze and synthesize data from a variety of sources-draw valid conclusions and support them with evidence and examples, and address opposing viewpoints.
- PO6:** Research-related skills:
- A keen sense of observation, inquiry, and capability for asking relevant/ appropriate questions.
  - The ability to problematize, synthesize, and articulate issues and design research proposals.
  - The ability to define problems, formulate appropriate and relevant research questions, formulate hypotheses, test hypotheses using quantitative and qualitative data, establish hypotheses, make inferences based on the analysis and interpretation of data, and predict cause-and-effect relationships.

- The capacity to develop appropriate methodology and tools for data collection.
- The appropriate use of statistical and other analytical tools and techniques.
- The ability to plan, execute and report the results of an experiment or investigation, the ability to acquire the understanding of basic research ethics and skills in practicing/doing ethics in the field/ in personal research work, regardless of the funding authority or field of study.

**PO7:** Coordinating/collaborating with others:

- Work effectively and respectfully with diverse teams.
- Facilitate cooperative or coordinated effort on the part of a group.
- Act together as a group or a team in the interests of a common cause and work efficiently as a member of a team.

**PO8:** Leadership readiness/qualities:

- Mapping out the tasks of a team or an organization and setting direction.
- Formulating an inspiring vision and building a team that can help achieve the vision, motivating and inspiring team members to engage with that vision.
- Using management skills to guide people to the right destination.

**PO9:** Learning how to learn skills:

- Acquire new knowledge and skills, including 'learning how to learn skills, that are necessary for pursuing learning activities throughout life, through self-paced and self-directed learning aimed at personal development, meeting economic, social, and cultural objectives, and adapting to changing trades and demands of the workplace, including adapting to the changes in work processes in the context of the fourth industrial revolution, through knowledge / skill development / re-skilling.
- Work independently; identify appropriate resources required for further learning.
- Acquire organizational skills and time management to set self-defined goals and targets with timelines.
- Inculcate a healthy attitude to be a lifelong learner.

**PO10:** Digital and technological skills:

- Use ICT in a variety of learning and work situations.
- Access, evaluate, and use a variety of relevant information sources, and use appropriate software for analysis of data.

**PO11:** Multicultural competence and inclusive spirit:

- The acquisition of knowledge of the values and beliefs of multiple cultures and a global perspective to honour diversity.
- Capability to effectively engage in a multicultural group/society and interact respectfully with diverse groups.
- Capability to lead a diverse team to accomplish common group tasks and goals.
- Gender sensitivity and adopting a gender-neutral approach, as also empathy for the less advantaged and the differently-abled including those with learning disabilities.

**PO12:** Value inculcation:

- Embrace and practice constitutional, humanistic, ethical, and moral values in life, including universal human values of truth, righteous conduct, peace, love, non-violence, scientific temper, citizenship values.
- Practice responsible global citizenship required for responding to contemporary global challenges, enabling learners to become aware of and understand global issues and to become active promoters of more peaceful, tolerant, inclusive, secure, and sustainable societies.
- Formulate a position/argument about an ethical issue from multiple perspectives.
- Identify ethical issues related to work, and follow ethical practices, including avoiding unethical behavior such as fabrication, falsification or misrepresentation of data, or committing plagiarism, and adhering to intellectual property rights.
- Recognize environmental and sustainability issues and participate in actions to promote sustainable development.
- Adopt an objective, unbiased, and truthful actions in all aspects of work.

- Instill integrity and identify ethical issues related to work, and follow ethical practices.

**PO13:** Autonomy, responsibility, and accountability:

- Apply knowledge, understanding, and/or skills with an appropriate degree of independence relevant to the level of the qualification.
- Work independently, identify appropriate resources required for a project, and manage a project through to completion.
- Exercise responsibility and demonstrate accountability in applying knowledge and/or skills in work and/or learning contexts appropriate for the level of the qualification, including ensuring safety and security at workplaces.

**PO14:** Environmental awareness and action:

- Ability to apply the knowledge, skills, attitudes, and values required to take appropriate actions for.
- Mitigating the effects of environmental degradation, climate change, and pollution.
- Effective waste management, conservation of biological diversity, management of biological resources and biodiversity, forest and wildlife conservation, and sustainable development and living.

**PO15:** Community engagement and service:

- To participate in community-engaged services/ activities for promoting the wellbeing of society.

**PO16:** Empathy:

- To identify with or understand the perspective, experiences, or points of view of another individual or group, and to identify and understand other people's emotions.

**PSO1:** Impart knowledge of Mass Communication and related areas of studies and equip the students with the skills required to become competent and efficient industry- ready professionals in the Media and Entertainment sector.

**PSO2:** Empower learners by helping them hone their communication, ICT skills, and other professional and life skills as well as enhance their competencies in the digital media.

**PSO3:** Imbibe the culture of research, innovation, entrepreneurship, and incubation.

**PSO4:** Develop professional ethics, democratic values, and cultivate an appreciation of Indian and global cultures besides an attitude that embraces diversity and inclusion.

## **Curriculum Structure** *(Flexible Credit System)*

**Minimum Credit Requirements to Award Degree Under Each Category**

| S.No. | Course Category and Category Code             |      | Minimum Credit Requirement |            |                              |            |                                            |            |
|-------|-----------------------------------------------|------|----------------------------|------------|------------------------------|------------|--------------------------------------------|------------|
|       |                                               |      | 3 Year Undergraduate       |            | 4 Year Undergraduate (Hons.) |            | 4 Year Undergraduate (Hons.) with Research |            |
|       |                                               |      | Credits                    | (%)        | Credits                      | (%)        | Credits                                    | (%)        |
| 1     | Multidisciplinary Core Courses                | MDC  | 12                         | 9.83       | 12                           | 7.41       | 12                                         | 7.41       |
| 2     | Major Core                                    | MC   | 44                         | 36.06      | 76                           | 46.91      | 64                                         | 39.50      |
| 3     | Major Electives                               | ME   | 16                         | 13.12      | 16                           | 9.88       | 16                                         | 9.88       |
| 4     | Minor                                         | MI   | 24                         | 19.67      | 32                           | 19.75      | 32                                         | 19.75      |
| 5     | Internship                                    | INT  | 04                         | 3.28       | 04                           | 2.47       | 04                                         | 2.47       |
| 6     | Ability Enhancement Courses – University Core | UC   | 10                         | 8.20       | 10                           | 6.17       | 10                                         | 6.17       |
| 7     | Skill Enhancement Courses – University Core   | UC   | 08                         | 6.56       | 08                           | 4.94       | 08                                         | 4.94       |
| 8     | Value Added Courses – University Core         | UC   | 04                         | 3.28       | 04                           | 2.47       | 04                                         | 2.47       |
| 9     | Research Project / Dissertation               | PROJ | --                         | 00         | --                           | 00         | 12                                         | 7.41       |
|       | <b>Total</b>                                  |      | <b>122</b>                 | <b>100</b> | <b>162</b>                   | <b>100</b> | <b>162</b>                                 | <b>100</b> |

**Multi-disciplinary Core Courses (MDC): 12 credits**

| Course Code                                                 | Level | Course Title                                                                   | L  | T | P | S | J | C |
|-------------------------------------------------------------|-------|--------------------------------------------------------------------------------|----|---|---|---|---|---|
| Basket - Business (Minimum 4 credits)                       |       |                                                                                |    |   |   |   |   |   |
| HRMG1012                                                    | 100   | <a href="#">Principles of Management</a>                                       | 2  | 0 | 0 | 0 | 0 | 2 |
| IENT1061                                                    | 100   | <a href="#">Introduction to Business Environment</a>                           | 2  | 0 | 0 | 0 | 0 | 2 |
| INFS1011                                                    | 100   | <a href="#">Technology and Business</a>                                        | 2  | 0 | 0 | 0 | 0 | 2 |
| STGM1011                                                    | 100   | <a href="#">Introduction to Business Organization</a>                          | 2  | 0 | 0 | 0 | 0 | 2 |
| Basket - Humanities and Social Sciences (Minimum 4 Credits) |       |                                                                                |    |   |   |   |   |   |
| SOCY1071                                                    | 100   | <a href="#">Introduction to the Humanities</a>                                 | 2  | 0 | 0 | 0 | 0 | 2 |
| SOCY1081                                                    | 100   | <a href="#">Foundations of Social Sciences</a>                                 | 2  | 0 | 0 | 0 | 0 | 2 |
| MSTU1081                                                    | 100   | <a href="#">Media and Communication</a><br>(Offered in Hyderabad Campus alone) | 2  | 0 | 0 | 0 | 0 | 2 |
| FPEA1221                                                    | 100   | <a href="#">Performing Arts in Indian Cinema</a>                               | 2  | 0 | 0 | 0 | 0 | 2 |
| LANG1261                                                    | 100   | <a href="#">The Art of Storytelling</a>                                        | 2  | 0 | 0 | 0 | 0 | 2 |
| Basket - Science (Minimum 4 Credits)                        |       |                                                                                |    |   |   |   |   |   |
| PHYS1371                                                    | 100   | <a href="#">Introduction to Astronomy and Astrophysics</a>                     | 2  | 0 | 0 | 0 | 0 | 2 |
| LFSC1001                                                    | 100   | <a href="#">Essentials of Life Processes</a>                                   | 2  | 0 | 0 | 0 | 0 | 2 |
| LFSC1011                                                    | 100   | <a href="#">Fundamentals of Natural and Chemical Sciences</a>                  | 2  | 0 | 0 | 0 | 0 | 2 |
| MATH1371                                                    | 100   | <a href="#">Conceptual Mathematics</a>                                         | 2  | 0 | 0 | 0 | 0 | 2 |
| CSCI1341                                                    | 100   | <a href="#">Fundamentals of Computer Science</a>                               | 2  | 0 | 0 | 0 | 0 | 2 |
| Total Credits                                               |       |                                                                                | 12 |   |   |   |   |   |

**Major Core (MC): 44 credits**

| Course Code          | Level | Course Title                                           | L         | T | P | S | J | C |
|----------------------|-------|--------------------------------------------------------|-----------|---|---|---|---|---|
| MSTU1002             | 100   | <a href="#">Introduction to Mass Communication</a>     | 3         | 0 | 0 | 0 | 0 | 3 |
| MSTU1072             | 100   | <a href="#">Fundamentals of Journalistic Practices</a> | 3         | 0 | 0 | 0 | 0 | 3 |
| MSTU2013             | 200   | <a href="#">Photojournalism</a>                        | 1         | 0 | 4 | 0 | 0 | 3 |
| MSTU2023             | 200   | <a href="#">Media Law &amp; Ethics</a>                 | 4         | 0 | 0 | 0 | 0 | 4 |
| MSTU2043             | 200   | <a href="#">Writing for Mass Media</a>                 | 2         | 0 | 2 | 0 | 0 | 3 |
| MSTU2102             | 200   | <a href="#">Film Studies</a>                           | 2         | 0 | 2 | 0 | 0 | 3 |
| MSTU2141             | 200   | <a href="#">Print Media Production</a>                 | 2         | 0 | 2 | 0 | 0 | 3 |
| MSTU2151             | 200   | <a href="#">Foundational Concepts of Media Studies</a> | 4         | 0 | 0 | 0 | 0 | 4 |
| MSTU2171             | 200   | <a href="#">History of Indian Journalism</a>           | 4         | 0 | 0 | 0 | 0 | 4 |
| MSTU3003             | 300   | <a href="#">Television Production</a>                  | 2         | 0 | 2 | 0 | 0 | 3 |
| MSTU3112             | 300   | <a href="#">Advertising</a>                            | 4         | 0 | 0 | 0 | 0 | 4 |
| MSTU3342             | 300   | <a href="#">Media Management Practices</a>             | 3         | 0 | 0 | 0 | 0 | 3 |
| MSTU3431             | 300   | <a href="#">Radio Production and Podcasting</a>        | 2         | 0 | 4 | 0 | 0 | 4 |
| <b>Total Credits</b> |       |                                                        | <b>44</b> |   |   |   |   |   |

**Major Electives (ME)**

Minimum number of credits to be earned: 16.

| Course Code | Level | Course Title                                                 | L | T | P | S | J | C |
|-------------|-------|--------------------------------------------------------------|---|---|---|---|---|---|
| MSTU3021    | 300   | <a href="#">Digital Marketing</a>                            | 2 | 0 | 4 | 0 | 0 | 4 |
| MSTU3102    | 300   | <a href="#">Corporate Communication and Public Relations</a> | 2 | 0 | 4 | 0 | 0 | 4 |
| MSTU3132    | 300   | <a href="#">Social Media and Webcasting</a>                  | 2 | 0 | 4 | 0 | 0 | 4 |
| MSTU3162    | 300   | <a href="#">Communication and Disaster Management</a>        | 4 | 0 | 0 | 0 | 0 | 4 |
| MSTU3192    | 300   | <a href="#">Documentary Production</a>                       | 2 | 0 | 4 | 0 | 0 | 4 |
| MSTU3332    | 300   | <a href="#">Media and Society</a>                            | 4 | 0 | 0 | 0 | 0 | 4 |
| MSTU3381    | 300   | <a href="#">Convergent Journalism</a>                        | 4 | 0 | 0 | 0 | 0 | 4 |
| MSTU3411    | 300   | <a href="#">International Communication</a>                  | 4 | 0 | 0 | 0 | 0 | 4 |
| MSTU3999    | 300   | <a href="#">Project</a>                                      | 0 | 0 | 0 | 0 | 8 | 4 |

**Internship (INT)**

| Course code | Level | Course Title | L | T | P | S | J | C |
|-------------|-------|--------------|---|---|---|---|---|---|
| MSTU3444    | 300   | Internship   | 0 | 0 | 0 | 0 | 8 | 4 |

**University Core (UC): 22 credits**

| Course code                                              | Level | Course Title                                                                 | L | T | P | S | J | C |
|----------------------------------------------------------|-------|------------------------------------------------------------------------------|---|---|---|---|---|---|
| <b>Ability Enhancement Courses</b>                       |       |                                                                              |   |   |   |   |   |   |
| LANG1042                                                 | 100   | <a href="#">Academic Writing</a>                                             | 2 | 0 | 0 | 0 | 0 | 2 |
| LANG1201                                                 | 100   | <a href="#">Critical Thinking</a>                                            | 2 | 0 | 0 | 0 | 0 | 2 |
| IENT1051                                                 | 100   | <a href="#">Fundamentals of Entrepreneurship</a>                             | 2 | 0 | 0 | 0 | 0 | 2 |
| LANG1241                                                 | 100   | <a href="#">Communicative English - I</a>                                    | 0 | 0 | 4 | 0 | 0 | 2 |
| LANG1251                                                 | 100   | <a href="#">Communicative English - II</a>                                   | 0 | 0 | 4 | 0 | 0 | 2 |
| <b>Skill Enhancement Courses</b>                         |       |                                                                              |   |   |   |   |   |   |
| CSCI1302                                                 | 100   | <a href="#">Introduction to Programming</a>                                  | 0 | 0 | 4 | 0 | 0 | 2 |
| CSCI1312                                                 | 100   | <a href="#">Introduction to Data Science</a>                                 | 0 | 0 | 4 | 0 | 0 | 2 |
| CLAD1041                                                 | 100   | <a href="#">Art of Persuasive Communication</a>                              | 0 | 0 | 2 | 0 | 0 | 1 |
| GCGC1051                                                 | 100   | <a href="#">Professional Communication and Analytical Skills Development</a> | 0 | 0 | 2 | 0 | 0 | 1 |
| GCGC1061                                                 | 100   | <a href="#">Applied Communication and Aptitude Skills</a>                    | 0 | 0 | 2 | 0 | 0 | 1 |
| GCGC1071                                                 | 100   | <a href="#">Preparation for Campus Placements</a>                            | 0 | 0 | 2 | 0 | 0 | 1 |
| <b>Value Added Courses</b>                               |       |                                                                              |   |   |   |   |   |   |
| ENVS1003                                                 | 100   | <a href="#">Environmental Studies *</a>                                      | 3 | 0 | 0 | 0 | 0 | 3 |
| POLS1051                                                 | 100   | <a href="#">The Indian Constitution *</a>                                    | 1 | 0 | 0 | 0 | 0 | 1 |
| <b>Pass / Fail Courses (Mandatory)</b>                   |       |                                                                              |   |   |   |   |   |   |
| FINA1081                                                 | 100   | <a href="#">Personal Financial Planning *</a>                                | 1 | 0 | 0 | 0 | 0 | 1 |
| PHPY1011                                                 | 100   | <a href="#">Gandhi and the Contemporary World * / UHV</a>                    | 1 | 0 | 0 | 0 | 0 | 1 |
| <b>Pass / Fail Courses (Any one course to be chosen)</b> |       |                                                                              |   |   |   |   |   |   |
| DOSP1181                                                 | 100   | <a href="#">Yogasana</a>                                                     | 0 | 0 | 0 | 2 | 0 | 1 |
| MFST1002                                                 | 100   | <a href="#">Health and Wellbeing *</a>                                       | 0 | 0 | 2 | 0 | 0 | 1 |
| DOSL1081                                                 | 100   | <a href="#">Student Life Activities (Participant)</a>                        | 0 | 0 | 0 | 2 | 0 | 1 |
| DOSL1091                                                 | 100   | <a href="#">Student Life Activities (Organizer)</a>                          | 0 | 0 | 0 | 2 | 0 | 1 |
| DOSL1101                                                 | 100   | <a href="#">Student Life Activities (Competitor)</a>                         | 0 | 0 | 0 | 2 | 0 | 1 |
| DOSL1111                                                 | 100   | <a href="#">Foundations of Student (Leadership)</a>                          | 0 | 0 | 0 | 2 | 0 | 1 |
| DOSL1042                                                 | 100   | <a href="#">Community Services – Volunteer</a>                               | 0 | 0 | 2 | 0 | 0 | 1 |
| DOSL1052                                                 | 100   | <a href="#">Community Services – Mobilizer</a>                               | 0 | 0 | 2 | 0 | 0 | 1 |
| DOSP1003                                                 | 100   | <a href="#">Badminton</a>                                                    | 0 | 0 | 0 | 2 | 0 | 1 |
| DOSP1033                                                 | 100   | <a href="#">Football</a>                                                     | 0 | 0 | 0 | 2 | 0 | 1 |
| DOSP1043                                                 | 100   | <a href="#">Volleyball</a>                                                   | 0 | 0 | 0 | 2 | 0 | 1 |
| DOSP1053                                                 | 100   | <a href="#">Kabaddi</a>                                                      | 0 | 0 | 0 | 2 | 0 | 1 |
| DOSP1073                                                 | 100   | <a href="#">Table Tennis</a>                                                 | 0 | 0 | 0 | 2 | 0 | 1 |
| DOSP1083                                                 | 100   | <a href="#">Handball</a>                                                     | 0 | 0 | 0 | 2 | 0 | 1 |
| DOSP1093                                                 | 100   | <a href="#">Basketball</a>                                                   | 0 | 0 | 0 | 2 | 0 | 1 |
| DOSP1113                                                 | 100   | <a href="#">Throw ball</a>                                                   | 0 | 0 | 0 | 2 | 0 | 1 |
| DOSP1142                                                 | 100   | <a href="#">Cricket</a>                                                      | 0 | 0 | 0 | 2 | 0 | 1 |
| DOSP1132                                                 | 100   | <a href="#">Functional Fitness</a>                                           | 0 | 0 | 0 | 2 | 0 | 1 |
| DOSP1171                                                 | 100   | <a href="#">Martial Arts/Self Defence</a>                                    | 0 | 0 | 0 | 2 | 0 | 1 |

\* Massive Open Online Course (MOOC)

*Students pursuing 4<sup>th</sup> year of the Programme need to choose the courses from the respective basket of Honours or Honours with Research*

### Honours Courses

Minimum number of credits to be earned: 32.

| Course Code | Level | Course Title                                                     | L | T | P | S | J | C |
|-------------|-------|------------------------------------------------------------------|---|---|---|---|---|---|
| MSTU4001    | 400   | <a href="#">Issues and Concerns of Media in India</a>            | 4 | 0 | 0 | 0 | 0 | 4 |
| MSTU4012    | 400   | <a href="#">Digital Divide and Inclusive Policies in India</a> * | 4 | 0 | 0 | 0 | 0 | 4 |
| MSTU4031    | 400   | <a href="#">Research Methods in Communication and Media</a>      | 4 | 0 | 0 | 0 | 0 | 4 |
| MSTU4041    | 400   | <a href="#">Mass Media and Digital Cultures</a> *                | 4 | 0 | 0 | 0 | 0 | 4 |
| MSTU4071    | 400   | <a href="#">Political Communication</a>                          | 4 | 0 | 0 | 0 | 0 | 4 |
| MSTU4271    | 400   | <a href="#">Environmental Communication</a>                      | 4 | 0 | 0 | 0 | 0 | 4 |
| MSTU4281    | 400   | <a href="#">Media Regulations in India</a>                       | 4 | 0 | 0 | 0 | 0 | 4 |
| MSTU4291    | 400   | <a href="#">Community and Alternative Media</a>                  | 4 | 0 | 0 | 0 | 0 | 4 |

\* Minor Enhancement Courses

### Honours with Research Courses

Minimum number of credits to be earned is 32 out of which 12 credits must be earned through Research Project / Dissertation

| Course Code                                   | Level | Course Title                                                | L | T | P | S | J  | C |
|-----------------------------------------------|-------|-------------------------------------------------------------|---|---|---|---|----|---|
| MSTU4081                                      | 400   | <a href="#">Research Methods in Communication and Media</a> | 2 | 0 | 4 | 0 | 0  | 4 |
| MSTU4091                                      | 400   | <a href="#">Media Audience Analysis Techniques</a>          | 2 | 0 | 4 | 0 | 0  | 4 |
| MSTU4101                                      | 400   | <a href="#">Media Content Analysis</a>                      | 2 | 0 | 4 | 0 | 0  | 4 |
| MSTU4301                                      | 400   | <a href="#">Creator Studies</a>                             | 2 | 0 | 4 | 0 | 0  | 4 |
| MSTU4121                                      | 400   | <a href="#">Influencers on social media</a>                 | 2 | 0 | 4 | 0 | 0  | 4 |
| <b>Research Project / Dissertation (PROJ)</b> |       |                                                             |   |   |   |   |    |   |
| MSTU4888                                      | 400   | Dissertation - I (Review of Literature & Research Proposal) | 0 | 0 | 0 | 0 | 8  | 4 |
| MSTU4999                                      | 400   | Dissertation – II                                           | 0 | 0 | 0 | 0 | 16 | 8 |

| Minor Enhancement Courses |     |                                                                |   |   |   |   |   |   |
|---------------------------|-----|----------------------------------------------------------------|---|---|---|---|---|---|
| MSTU4012                  | 400 | <a href="#">Digital Divide and Inclusive Policies in India</a> | 4 | 0 | 0 | 0 | 0 | 4 |
| MSTU4041                  | 400 | <a href="#">Mass Media and Digital Cultures</a>                | 4 | 0 | 0 | 0 | 0 | 4 |

## Minor Courses

One Minor is to be chosen from the following list of Minors.

The minimum number of credits to be earned up to 3 years of the programme is 24.

The minimum number of credits to be earned for the 4 year programme is 32.

## Minors List

| S.No. | Minor                                                | Offered by School | Credits Required |           |
|-------|------------------------------------------------------|-------------------|------------------|-----------|
|       |                                                      |                   | 3-Year UG        | 4-Year UG |
| 1     | <a href="#">Business Analytics (Except for GSB)</a>  | Business          | 24               | 32        |
| 2     | <a href="#">Business Management (Except for GSB)</a> | Business          | 24               | 32        |
| 3     | <a href="#">Financial Markets (Except for GSB)</a>   | Business          | 24               | 32        |
| 4     | <a href="#">Psychology</a>                           | Humanities        | 24               | 32        |
| 5     | <a href="#">Economics</a>                            | Humanities        | 24               | 32        |
| 6     | <a href="#">English</a>                              | Humanities        | 24               | 32        |
| 7     | <a href="#">Bharatanatyam</a>                        | Humanities        | 24               | 32        |
| 8     | <a href="#">Carnatic Vocal</a>                       | Humanities        | 24               | 32        |
| 9     | <a href="#">Choreography and Screen Dance</a>        | Humanities        | 24               | 32        |
| 10    | <a href="#">Kuchipudi</a>                            | Humanities        | 24               | 32        |
| 11    | <a href="#">Mohiniyattam</a>                         | Humanities        | 24               | 32        |
| 12    | <a href="#">Mridangam</a>                            | Humanities        | 24               | 32        |
| 13    | <a href="#">Theatre Arts</a>                         | Humanities        | 24               | 32        |
| 14    | <a href="#">Visual Arts</a>                          | Humanities        | 24               | 32        |
| 15    | <a href="#">History</a>                              | Humanities        | 24               | 32        |
| 16    | <a href="#">Mass communication (Hyd)</a>             | Humanities        | 24               | 32        |
| 17    | <a href="#">Visual Communication (Hyd)</a>           | Humanities        | 24               | 32        |
| 18    | <a href="#">Sociology</a>                            | Humanities        | 24               | 32        |
| 19    | <a href="#">Political Science</a>                    | Humanities        | 24               | 32        |
| 20    | <a href="#">Public Policy (Hyd)</a>                  | Public Policy     | 24               | 32        |
| 21    | <a href="#">Chemistry</a>                            | Science           | 24               | 32        |
| 22    | <a href="#">Data Science</a>                         | Science           | 24               | 32        |
| 23    | <a href="#">Biochemistry</a>                         | Science           | 24               | 32        |
| 24    | <a href="#">Bioinformatics</a>                       | Science           | 24               | 32        |
| 25    | <a href="#">Biotechnology</a>                        | Science           | 24               | 32        |
| 26    | <a href="#">Environmental Management</a>             | Science           | 24               | 32        |
| 27    | <a href="#">Environmental Science</a>                | Science           | 24               | 32        |
| 28    | <a href="#">Microbiology</a>                         | Science           | 24               | 32        |
| 29    | <a href="#">Food Science and Technology</a>          | Science           | 24               | 32        |
| 30    | <a href="#">Mathematics</a>                          | Science           | 24               | 32        |
| 31    | <a href="#">Statistics</a>                           | Science           | 24               | 32        |
| 32    | <a href="#">Atmospheric Physics</a>                  | Science           | 24               | 32        |
| 33    | <a href="#">Climate Science</a>                      | Science           | 24               | 32        |
| 34    | <a href="#">Electronics</a>                          | Science           | 24               | 32        |
| 35    | <a href="#">Physics</a>                              | Science           | 24               | 32        |
| 36    | <a href="#">Quantum Computing</a>                    | Science           | 24               | 32        |
| 37    | <a href="#">Computer Science</a>                     | Technology        | 24               | 32        |
| 38    | <a href="#">Data Analytics</a>                       | Technology        | 24               | 32        |
| 39    | <a href="#">Machine Learning</a>                     | Technology        | 24               | 32        |



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