

XAVIER UNIVERSITY, PATNA

A Private University, established under Section 6 of the Bihar Private Universities Act, 2013 (Bihar Act 20 of 2013) vide Notification No. 15 / M 1-06 / 2017-225.

RECOGNIZED BY THE UGC UNDER SECTION 2(f)



Bachelor in Journalism and Mass Communication

**Syllabus as per the
National Education Policy (NEP) 2020
Curriculum Framework w.e.f., 2025-2026**

Bachelor in Journalism and Mass Communication

Semester-wise Credit Structure

Semester	Major Courses		Minor Courses		Multi-Disciplinary Courses		Ability Enhancement Course		Skill Enhancement Courses		Value Added Courses		Internship/ Project/ Dissertation	Total Credits
	Course	Credits	Course	Credits	Course	Credits	Course	Credits	Course	Credits	Course	Credits	Credits	
I	2	8	1	4	1	3	1	2	1	3	1	2	---	22
II	2	8	1	4	1	3	1	2	1	3	1	2	---	22
III	2	9	1	4	1	3	1	2	1	3	1	2	---	23
IV	3	13	1	4	---	---	---	---	1	3	1	2	---	22
V	3	13	1	4	---	---	1	2	---	---	---	---	2	21
VI	4	17	1	4	---	---	---	---	---	---	---	---	---	21
TOTAL	16	68	6	24	3	9	4	8	4	12	4	8	2	131
BJMC (HONOURS)														
VII	5	20	1	4	---	---	---	---	---	---	---	---	---	24
VIII	4	16	1	4	---	---	---	---	---	---	---	---	---	20
TOTAL	25	104	8	32	3	9	4	8	4	12	4	8	2	175
BJMC (HONOURS WITH RESEARCH)														
VII	5	20	1	4	---	---	---	---	---	---	---	---	---	24
VIII	2	8	1	4	---	---	---	---	---	---	---	---	12	24
TOTAL	23	96	8	32	3	9	4	8	4	12	4	8	14	179

Bachelor in Journalism and Mass Communication

Credit Chart (4 Years)

Year I Semester I										
Sem	Course Name	Course Code	Course Type	Credits	Marks	Credit Distribution		Teaching Hours		
						T	P	L	T	P
I	Introduction to Mass Communication	UGBMCMJC101T	MJC	4	100	4	0	4	0	0
	Print Journalism	UGBMCMJC102T	MJC	4	100	4	0	4	0	0
	Introduction to Print Journalism	UGBMCMIC101T	MIC	4	100	4	0	4	0	0
	Select from Pool A	Pool A*	AEC	2	50	2	0	2	0	0
	Select from Pool B	Pool B*	SEC	3	100	2	1	2	0	2
	Select from Pool C	Pool C*	MDC	3	100	3	0	3	0	0
	Select from Pool D	Pool D*	VAC	2	50	2	0	2	0	0
Total				22	600					

* Select the courses available in the Pool of Courses attached for AEC, SEC, MDC, & VAC.

Year I Semester II										
Sem	Course Name	Course Code	Course Type	Credits	Marks	Credit Distribution		Teaching Hours		
						T	P	L	T	P
II	Digital Media & Communication	UGBMCMJC203T	MJC	4	100	4	0	4	0	0
	Introduction to Digital Photography	UGBMCMJC204C	MJC	4	100	0	4	2	0	3
	Generative AI in Media	UGBMCMIC202T	MIC	4	100	4	0	4	0	0
	Select from Pool A	Pool A*	AEC	2	50	2	0	2	0	0
	Select from Pool B	Pool B*	SEC	3	100	2	1	2	0	2
	Select from Pool C	Pool C*	MDC	3	100	3	0	3	0	0
	Select from Pool D	Pool D*	VAC	2	50	2	0	2	0	0
Total				22	600					

* Select the courses available in the Pool of Courses attached for AEC, SEC, MDC, & VAC.

Year II Semester III										
Sem	Course Name	Course Code	Course Type	Credits	Marks	Credit Distribution		Teaching Hours		
						T	P	L	T	P
III	Mass Communication Theories & Models	UGBMCMJC305T	MJC	5	100	5	0	5	0	0
	Television Production	UGBMCMJC306T	MJC	4	100	4	0	4	0	0
	Basics of Advertising	UGBMCMIC303T	MIC	4	100	4	0	4	0	0
	Select from Pool A	Pool A*	AEC	2	50	2	0	2	0	0
	Select from Pool B	Pool B*	SEC	3	100	2	1	2	0	2
	Select from Pool C	Pool C*	MDC	3	100	3	0	3	0	0
	Select from Pool D	Pool D*	VAC	2	50	2	0	2	0	0
	Total			23	600					

* Select the courses available in the Pool of Courses attached for AEC, SEC, MDC, & VAC.

Year II Semester IV										
Sem	Course Name	Course Code	Course Type	Credits	Marks	Credit Distribution		Teaching Hours		
						T	P	L	T	P
IV	Communication & Development	UGBMCMJC407T	MJC	5	100	5	0	5	0	0
	AI in Media	UGBMCMJC408C	MJC	4	100	4	0	3	0	1
	Advertising	UGBMCMJC409T	MJC	4	100	4	0	4	0	0
	Introduction to Public Relations	UGBMCMIC404T	MIC	4	100	4	0	4	0	0
	Select from Pool B	Pool B*	SEC	3	100	2	1	2	0	2
	Select from Pool D	Pool D*	VAC	2	50	2	0	2	0	0
	Total			22	550					

* Select the courses available in the Pool of Courses attached for AEC, SEC, MDC, & VAC.

Year III Semester V										
Sem	Course Name	Course Code	Course Type	Credits	Marks	Credit Distribution		Teaching Hours		
						T	P	L	T	P
V	Film Studies	UGBMCMJC510T	MJC	5	100	5	0	5	0	0
	Media & Society	UGBMCMJC511T	MJC	4	100	4	0	4	0	0
	Sports & Fashion Communication	UGBMCMJC512T	MJC	4	100	4	0	4	0	0
	Global Media & International Relations	UGBMCMIC505T	MIC	4	100	4	0	4	0	0
	Select from Pool A	Pool A*	AEC	2	50	2	0	2	0	0
	Internship	UGBMCINT501V	INT	2	50	2	0	2	0	0
	Total			21	500					

* Select the courses available in the Pool of Courses attached for AEC, SEC, MDC, & VAC.

Year III Semester VI										
Sem	Course Name	Course Code	Course Type	Credits	Marks	Credit Distribution		Teaching Hours		
						T	P	L	T	P
V	Media Laws & Ethics	UGBMCMJC613T	MJC	4	100	4	0	4	0	0
	Global Media Scenario	UGBMCMJC614T	MJC	5	100	5	0	5	0	0
	Media Psychology	UGBMCMJC615T	MJC	4	100	4	0	4	0	0
	Public Relations	UGBMCMJC616T	MJC	4	100	4	0	4	0	0
	Introduction to Sports & Fashion Communication	UGBMCMIC606T	MIC	4	100	4	0	4	0	0
	Total			21	500					

Honours Only

Year IV Semester VII										
Sem	Course Name	Course Code	Course Type	Credits	Marks	Credit Distribution		Teaching Hours		
						T	P	L	T	P
VII	Research Methodology	UGBMCMJC717T	MJC	4	100	4	0	4	0	0
	Media & Human Rights	UGBMCMJC718T	MJC	4	100	4	0	4	0	0
	Advance New Media Studies	UGBMCMJC719T	MJC	4	100	4	0	4	0	0
	Contemporary Issues in Media	UGBMCMJC720T	MJC	4	100	4	0	4	0	0
	Immersive Media & Data Journalism	UGBMCMJC721T	MJC	4	100	4	0	4	0	0
	Social Media Management	UGBMCMIC707T	MIC	4	100	4	0	4	0	0
	Total			24	600					

Year IV Semester VIII										
Sem	Course Name	Course Code	Course Type	Credits	Marks	Credit Distribution		Teaching Hours		
						T	P	L	T	P
VII	Short Feature Film Production	UGBMCMJC822T	MJC	4	100	4	0	4	0	0
	Introduction to Cinematography	UGBMCMJC823C	MJC	4	100	3	1	3	0	2
	Motion Graphics	UGBMCMJC824P	MJC	4	100	0	4	0	0	5
	Health Communication	UGBMCMJC825T	MJC	4	100	4	0	4	0	0
	Visual Storytelling	UGBMCMIC808T	MIC	4	100	4	0	4	0	0
	Total			20	500					

Honours with Research

Year IV Semester VII										
Sem	Course Name	Course Code	Course Type	Credits	Marks	Credit Distribution		Teaching Hours		
						T	P	L	T	P
VII	Research Methodology	UGBMCMJC717T	MJC	4	100	4	0	4	0	0
	Media & Human Rights	UGBMCMJC718T	MJC	4	100	4	0	4	0	0
	Advance New Media Studies	UGBMCMJC719T	MJC	4	100	4	0	4	0	0
	Contemporary Issues in Media	UGBMCMJC720T	MJC	4	100	4	0	4	0	0
	Immersive Media & Data Journalism	UGBMCMJC721T	MJC	4	100	4	0	4	0	0
	Social Media Management	UGBMCMIC707T	MIC	4	100	4	0	4	0	0
	Total			24	600					

Year IV Semester VIII										
Sem	Course Name	Course Code	Course Type	Credits	Marks	Credit Distribution		Teaching Hours		
						T	P	L	T	P
VII	Contemporary Trends in Media Research	UGBMCMJC823T	MJC	4	100	4	0	4	0	0
	Advance Tools & Techniques in Research	UGBMCMJC824C	MJC	4	100	4	0	4	0	0
	Visual Storytelling	UGBMCMIC808T	MIC	4	100	4	0	4	0	0
	Research Project and Dissertation	UGBMCDST801V	DST	12	300	0	12	0	0	0
	Total			24	600					