



SABARMATI UNIVERSITY

**School of Vocational Studies Syllabus
& Course Structure**

Of

**Bachelor of Vocational Studies-
Mass Media and Journalism**

(BVO-BMC)

SEMESTER I (NSFQ LEVEL-4)

Subject Code	Subject Name	Credit	Course Category		Examination Scheme		
			General Education	Skill	Internal Assessment	External Assessment	Total
BVO BMC 101	Communication skill	2		--	30	70	100
BVO BMC 102	Computer skills	2		--	30	70	100
BVO BMC 103	Environmental Studies	2		--	30	70	100
BVO BMC 104	Introduction of Media	3		--	30	70	100
BVO BMC 105	Mass Communication Theories	3		--	30	70	100
BVO BMC 991	Media Training	18	--				750
	Total	30			150	350	1250

Industrial Training (750 Marks)	
Project Report	250 Marks
Day to Day Work Report (Diary)	200 Marks
Practical (On site)	200 Marks
Viva-Voce (Conduct by University)	100 Marks

Course Category	Proportion	Credits	Total Lecture (In Hours)
General Education Components	40%	12	180 Hrs
Skill Components	60%	18	540 Hrs

Industrial Training-I:

The students are advised to undergo 540 Hrs (10-12 weeks) training in-house / Industry / Skill Knowledge Provider (SKP) / Sector Skill Council (SSC) and should submit training Certificate for evaluation during the same semester.

SEMESTER II (NSFQ LEVEL-5)

Subject Code	Subject Name	Credit	Course Category		Examination Scheme		
			General Education	Skill	Internal Assessment	External Assessment	Total
BVO BMC 201	Personality Development - I	2		--	30	70	100
BVO BMC 202	Disaster Management	2		--	30	70	100
BVO BMC 203	Reporting-Editing Techniques	2		--	30	70	100
BVO BMC 204	Intro to. Media Law and Ethics	3		--	30	70	100
BVO BMC 205	Introduction to TV Media	3		--	30	70	100
BVO BMC 992	Media Training	18	--				750
	Total	30			150	350	1250

Industrial Training (750 Marks)	
Project Report	250 Marks
Day to Day Work Report (Diary)	200 Marks
Practical (On site)	200 Marks
Viva-Voce (Conduct by University)	100 Marks

Course Category	Proportion	Credits	Total Lecture (In Hours)
General Education Components	40%	12	180 Hrs
Skill Components	60%	18	540 Hrs

Industrial Training-II:

The students are advised to undergo 540 Hrs (10-12 weeks) training in-house / Industry / Skill Knowledge Provider (SKP) / Sector Skill Council (SSC) and should submit training Certificate for evaluation during the same semester.

SEMESTER III (NSFQ LEVEL – 6)

Subject Code	Subject Name	Credit	Course Category		Examination Scheme		
			General Education	Skill	Internal Assessment	External Assessment	Total
BVO BMC 301	Personality Development- II	3		--	30	70	100
BVO BMC 302	Introduction of Advertising	3		--	30	70	100
BVO BMC 303	Television Production	3		--	30	70	100
BVO BMC 304	Basics of Radio Production	3		--	30	70	100
BVO BMC 993	Media Training*	18	--				750
	Total	30			120	280	1150

Industrial Training (750 Marks)	
Project Report	250 Marks
Day to Day Work Report (Diary)	200 Marks
Practical (On site)	200 Marks
Viva-Voce (Conduct by University)	100 Marks

Course Category	Proportion	Credits	Total Lecture (In Hours)
General Education Components	40%	12	180 Hrs
Skill Components	60%	18	540 Hrs

Industrial Training-III:

The students are advised to undergo 540 Hrs (10-12 weeks) training in-house / Industry / Skill Knowledge Provider (SKP) / Sector Skill Council (SSC) and should submit training Certificate for evaluation during the same semester.

SEMESTER IV (NSFQ LEVEL-6)

Subject Code	Subject Name	Credit	Course Category		Examination Scheme		
			General Education	Skill	Internal Assessment	External Assessment	Total
BVO BMC 401	Value Education and Human Rights	3		--	30	70	100
BVO BMC 402	Computer Application for Media	3		--	30	70	100
BVO BMC 403	Media Skills	3		--	30	70	100
BVO BMC 404	Intro. of photography & Videography	3		--	30	70	100
BVO BMC 994	Media Training	18	--				750
	Total	30			120	280	1150

Industrial Training (750 Marks)	
Project Report	250 Marks
Day to Day Work Report (Diary)	200 Marks
Practical (On site)	200 Marks
Viva-Voce (Conduct by University)	100 Marks

Course Category	Proportion	Credits	Total Lecture (In Hours)
General Education Components	40%	12	180 Hrs
Skill Components	60%	18	540 Hrs

Industrial Training-IV:

The students are advised to undergo 540 Hrs (10-12 weeks) training in-house / Industry / Skill Knowledge Provider (SKP) / Sector Skill Council (SSC) and should submit training Certificate for evaluation during the same semester.

SEMESTER V (NSFQ LEVEL-6)

Subject Code	Subject Name	Credit	Course Category		Examination Scheme		
			General Education	Skill	Internal Assessment	External Assessment	Total
BVO BMC 401	Communication Perspective - 1	3		--	30	70	100
BVO BMC 402	Development Communication	3		--	30	70	100
BVO BMC 403	Online Journalism	3		--	30	70	100
BVO BMC 404	Public Relation	3		--	30	70	100
BVO BMC 994	Media Training	18	--				750
	Total	30			120	280	1150

Industrial Training (750 Marks)	
Project Report	250 Marks
Day to Day Work Report (Diary)	200 Marks
Practical (On site)	200 Marks
Viva-Voce (Conduct by University)	100 Marks

Course Category	Proportion	Credits	Total Lecture (In Hours)
General Education Components	40%	12	180 Hrs
Skill Components	60%	18	540 Hrs

Industrial Training-V:

The students are advised to undergo 540 Hrs (10-12 weeks) training in-house / Industry / Skill Knowledge Provider (SKP) / Sector Skill Council (SSC) and should submit training Certificate for evaluation during the same semester.

SEMESTER VI (NSFQ LEVEL-6)

Subject Code	Subject Name	Credit	Course Category		Examination Scheme		
			General Education	Skill	Internal Assessment	External Assessment	Total
BVO BMC 401	Communication Perspective - 2	3		--	30	70	100
BVO BMC 402	Media Research	3		--	30	70	100
BVO BMC 403	Government, Beurocracy, & Media	3		--	30	70	100
BVO BMC 404	Project Report (Research paper or Dissertation)	3		--	30	70	100
BVO BMC 994	Media Training	18	--				750
	Total	30			120	280	1150

Industrial Training (750 Marks)	
Project Report	250 Marks
Day to Day Work Report (Diary)	200 Marks
Practical (On site)	200 Marks
Viva-Voce (Conduct by University)	100 Marks

Course Category	Proportion	Credits	Total Lecture (In Hours)
General Education Components	40%	12	180 Hrs
Skill Components	60%	18	540 Hrs

Industrial Training-VI:

The students are advised to undergo 540 Hrs (10-12 weeks) training in-house / Industry / Skill Knowledge Provider (SKP) / Sector Skill Council (SSC) and should submit training Certificate for evaluation during the same semester.