



Major (Communication and Journalism)

Code	Course	L	T	P	CH	C
<i>Semester I</i>						
CJ11005	Foundations of Communication	2	1	0	3	3
CJ11009	Foundations of Journalism	2	1	0	3	3
<i>Semester II</i>						
	Print and Photojournalism	3	1	0	4	4
	Foundations of Communication Research	2	0	0	2	2
<i>Semester III</i>						
	Newspaper Production	0	1	4	5	3
	Public Relations	2	1	0	3	3
<i>Semester IV</i>						
CJ21002	Media Organisation Management	3	1	0	4	4
CJ22002	Radio and Podcast	2	0	4	6	4
CJ22004	Event Management	3	1	0	4	4
CJ22006	Political Communication	3	1	0	4	4
<i>Semester V</i>						
CJ31001	Development Communication	3	1	0	4	4
CJ32001	TV Journalism and Production	2	0	4	6	4
CJ32003	Advertising	2	0	4	6	4
CJ32005	Communication Theory	3	1	0	4	4
<i>Semester VI</i>						
CJ31002	Integrated Marketing Communication	3	1	0	4	4
CJ32002	Digital Journalism	2	0	4	6	4
CJ32004	Communication Research	2	0	4	6	4
CJ32006	Documentary Filmmaking	2	0	4	6	4
<i>Semester VII</i>						
<i>DSE 1: Journalism</i>						
DSE 1.1	Data and Narrative Journalism					
DSE 1.2	Solution Journalism in Action					
DSE 1.3	Health and Science Journalism					
<i>DSE 2: Public Relations</i>						
DSE 2.1	Corporate Communication Practice					
DSE 2.2	Strategic Communication Practice					
DSE 2.3	Advanced version of event					
<i>DSE 3: Development Communication</i>						
DSE 3.1	Community Media Practice					
DSE 3.2	Public Communication Campaign					
DSE 3.3	CSR Communication					
<i>DSE 4: Advertising and Marketing</i>						



DSE 3.1	Social Media Marketing					
DSE 3.2	Influencer Marketing					
DSE 3.3	Creative and Copywriting					
<i>DSE 5: Television and OTT Production</i>						
DSE 3.1	News Production					
DSE 3.2	Fiction Production					
DSE 3.3	Documentary Production					
<i>DSE 6: Specialised Event Management</i>						
DSE 3.1						
DSE 3.2						
DSE 3.3						



GENERAL EDUCATION REQUIREMENTS

Ability Enhancement Courses (AEC)

Sl	Semester	Elective No	Course Title	Offered by	Credit
1	I	AEC	Oral Communicative English	Department of Humanities	2
2	II	Compulsory	Written Communicative English		2
3.1	III	AEC 1	FL20001: French-I	KIIT School of Languages	2
3.2	III	AEC 1	FL20003: German-I		2
3.3	III	AEC 1	FL20005: Spanish-I		2
4.1	IV	AEC 2	FL20002: French-II		2
4.2	IV	AEC 2	FL20004: German-II		2
4.3	IV	AEC 2	FL20006: Spanish-II		2
Total Credits					8

Skill Enhancement Courses (SEC)

Sl	Semester	Course Title	Credit
1	I	Basic Design and Graphics	3
2	II	Applied Design and Graphics	3
3	III	Creative AI and Animation	3
Total Credits			9

Value Added Courses (VAC)

Sl	Semester	Course Title	Credit
1	I	Universal Human Values	3
2	I	Sports and Yoga	1
3	II	Indian Knowledge System	2
4	II	Environment Studies	2
Total Credits			8

Multi-Disciplinary Courses (MDC)

Sl	Semester	Course Code	Course Title	Offered by	Credit
1	I	LW10901	Indian Constitution	KIIT School of Law	3
2	II	LW10902	Media Laws and Ethics	KIIT School of Law	3
3	III	LW20901	Intellectual Property Rights	KIIT School of Law	3
Total Credits					9



Cinema Studies (Minor)

The list of courses offered by KIIT School of Film and Media Sciences

Sl	Course Code	Course Title	L	T	P	Total Hour	Credit
1	FM11001	Introduction to Cinema Studies	3	0	0	3	3
2	FM11002	History of World Cinema	3	0	0	3	3
3	FM21001	History of Indian Cinema	3	0	0	3	3
4	FM21002	Film Appreciation and Aesthetics	3	0	0	3	3
5	FM32001	Film Genres and Narrative Forms	3	0	0	3	3
6	FM31002	Grammar of Visual Storytelling	3	0	0	3	3
7	FM42001	Digital Cinema, OTT and Emerging Media	3	0	0	3	3
8	FM48002	Film Industry and Production Management	3	0	0	3	3
9		Cinema, Society and Culture	3	0	0	3	3
10		Film Theory and Criticism	3	0	0	3	3
Total							30

Summer Internships

Sl	Semester	Course Title	Credit
1	III	Community Engagement Internship	2
2	V	Industry Internship	2
3	VII	Professional Internship (for Honours) / Research Internship (for Honours with Research)	2
Total			6