

**Bachelor of Arts (BA)
MEDIA STUDIES, ECONOMICS, POLITICAL SCIENCE
BANNERGHATTA ROAD CAMPUS**



CHRIST
(DEEMED TO BE UNIVERSITY)
BENGALURU · INDIA

► **Duration** : 3 years / 6 semesters

► **Class Timings**: 08.30 AM - 03.30 PM

Objective:

- ◆ To train and educate students in an interdisciplinary manner on subjects of Media, Economics & Political Science.
- ◆ To create research oriented Media professional with sound grounding in Political economy

Highlights:

- ◆ Course provides a rich blend of theory and praxis
- ◆ Emphasis on cultural forms in a local, regional, national, and global context
- ◆ Integration of news production and policy research
- ◆ Bringing innovative multimedia, multi-platform and other converging technologies together
- ◆ Internship and Dissertation

Course Structure

SEMESTER I

- ◆ Introduction to Mass Communication
- ◆ Contemporary issues in Media
- ◆ Political Theory
- ◆ Principles of Microeconomics
- ◆ Common Core
- ◆ English Language & Composition I
- ◆ Holistic Education
- ◆ Skill Development

SEMESTER II

- ◆ Multimedia Communication
- ◆ Photography
- ◆ Principles of Macroeconomics
- ◆ Major Political Ideologies
- ◆ Common Core
- ◆ English Language & Composition II
- ◆ Holistic Education
- ◆ Skill Development
- ◆ Environmental Studies

SEMESTER III

- ◆ Development Communication
- ◆ Fundamentals of Economic Growth and Development
- ◆ Indian Government and Politics – I
- ◆ Introduction to Public Policy
- ◆ Media Semiotics
- ◆ Writing for Mass media
- ◆ Internship
- ◆ Holistic education
- ◆ Skill Development

SEMESTER IV

- ◆ Audio-Visual Production
- ◆ Media Research Methods/ Research Methodology
- ◆ International Economics
- ◆ Indian Government and Politics – II
- ◆ Policy Research and Analysis
- ◆ Skill Development
- ◆ Holistic Education

SEMESTER V

- ◆ Media and Gender
- ◆ Media and Human Rights
- ◆ Documentary Production
- ◆ Introduction to International Relations
- ◆ Concepts & Theories in Public Administration
- ◆ Comparative Political Systems:UK & USA
- ◆ Statistics and Research Methods in Economics
- ◆ Mathematical Methods for Economics
- ◆ Financial Economics
- ◆ Internship
- ◆ Skill Development
- ◆ Dissertation
- ◆ Environmental Studies

SEMESTER VI

- ◆ Advertising
- ◆ Public Relation
- ◆ Film Studies
- ◆ Social Media Management
- ◆ Issues in International Relations
- ◆ Principles and Practices in Public Administration
- ◆ Indian Economy
- ◆ Introduction to Econometrics
- ◆ Environmental Economics
- ◆ Skill Development
- ◆ Dissertation

Admission Eligibility:

A pass in class 12 (10+2) or equivalent is the minimum eligibility for admission.

Application Mode:

Online Mode

We encourage our students to come equipped with a camera and Laptop

Selection Process:

Process	Particulars	Date	Venue/Centre
SA	Skill Assessment The skill assessment will consist of a test on written skills, communication skills and logical reasoning.	As per the ET_SA_PI Admit Card	Christ (Deemed to be University) *Bengaluru (School of Business Studies & Social Sciences), *NCR & Kolkata
PI	Personal interview	As per the ET_SA_PI Admit Card	Christ (Deemed to be University) *Bengaluru (School of Business Studies & Social Sciences), *NCR & Kolkata
Academic Performance	Assessment of past performance in Class 10, Class 11/12, during the Personal Interview	--	Christ (Deemed to be University) *Bengaluru (School of Business Studies & Social Sciences), *NCR & Kolkata