



BRAINWARE UNIVERSITY
SCHOOL OF COMMUNICATION, MULTIMEDIA & FILM STUDIES
DEPARTMENT OF MEDIA SCIENCE & JOURNALISM
BACHELOR OF SCIENCE in DIGITAL MEDIA SCIENCE & JOURNALISM (AI-INTEGRATED)/
BACHELOR OF SCIENCE (HONOURS) in DIGITAL MEDIA SCIENCE & JOURNALISM (AI-INTEGRATED) - 2026

Semester I

Sl. No	Course Code	Course	L	T	P	Evaluation Scheme		Total	Credits	Course Type
						CIA	ESE			
1	BDJ10101	Introduction to Journalism, Communication & Digital Media	4	0	0	40	60	100	4	Major
2	BDJ17201	Fundamentals of News Reporting & Writing	2	0	4	40	60	100	4	Minor
3	BDJ10001	Digital Tools, New Media & AI-enabled Content Workflow	2	1	0	40	60	100	3	IC
4	AEC00005	Functional English	2	0	0	40	60	100	2	AEC
5	BDJ17002	Smartphone Content Creation	1	0	4	40	60	100	3	SEC
6	VAC00006	Environmental Studies	2	0	0	40	60	100	2	VAC
7	VAC00007	Human Values and Ethics	2	0	0	40	60	100	2	VAC
TOTAL			15	1	8	280	420	700	20	

Semester II

Sl. No	Course Code	Course	L	T	P	Evaluation Scheme		Total	Credits	Course Type
						CIA	ESE			
1	BDJ20102	Media Writing, Editing & Digital Storytelling	3	0	0	40	60	100	3	Major
2	BDJ29103	Media Writing, Editing & Digital Storytelling Practical	0	0	2	40	60	100	1	Major
3	BDJ27202	Photography, Visual Communication & Design	2	0	4	40	60	100	4	Minor
4	BDJ20001	Audience Behaviour, Media Psychology & Digital Platform Consumption	3	0	0	40	60	100	3	IC
5	AEC00002	Communicative English	2	0	0	40	60	100	2	AEC
6	BDJ27002	Photo Editing, Design & AI-assisted Visual Publishing	1	0	4	40	60	100	3	SEC
7	VAC00021	Digital Literacy, Cyber Safety & Social Media Awareness	3	1	0	40	60	100	4	VAC
TOTAL			14	1	10	280	420	700	20	
8	UGPC0001	Foundations of Professional Communication	0	0	0	100	0	100	0	GPC



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Semester III

Sl. No	Course Code	Course	L	T	P	Evaluation Scheme		Total	Credits	Course Type
						CIA	ESE			
1	BDJ30104	Reporting, Anchoring & Digital Newsroom Practices	4	0	0	40	60	100	4	Major
2	BDJ37105	Photography, Photojournalism & Visual Reporting	2	0	4	40	60	100	4	Major
3	BDJ37203	Mobile Journalism & Video News Production	1	0	2	40	60	100	2	Minor
4	BDJ30204	Media Laws, Ethics, Intellectual Property & AI Governance	2	0	0	40	60	100	2	Minor
5	BDJ30001	Legacies of Indian Education	3	0	0	40	60	100	3	IC
6	AEC09001	Communicative English Lab	0	0	4	40	60	100	2	AEC
7	BDJ30002	AI Foundations & Generative AI Literacy	3	0	0	40	60	100	3	SEC
TOTAL			15	0	10	280	420	700	20	

Semester IV

Sl. No	Course Code	Course	L	T	P	Evaluation Scheme		Total	Credits	Course Type
						CIA	ESE			
1	BDJ47106	Video Production, Editing & Studio Practices	2	0	4	40	60	100	4	Major
2	BDJ40107	Social Media Strategy, Analytics, & Media Literacy	3	0	0	40	60	100	3	Major
3	BDJ47108	Graphic Design, Visual Branding & AI-assisted Creative Production	1	0	4	40	60	100	3	Major
4	BDJ47109	Podcasting, Audio Production & Voice-based Media	1	0	6	40	60	100	4	Major
5	BDJ40205	Indian Theatre	4	0	0	40	60	100	4	Minor
6	AEC00006	Modern Indian Language A. Hindi B. Bengali C. Alternative English D. MOOC	2	0	0	40	60	100	2	AEC
TOTAL			13	0	14	240	360	600	20	
7	UGPC0002	Workplace Communication and Professional Skills	0	0	0	100	0	100	0	GPC

*MOOC/Equivalent MOOC approved by BoS Chair (Evaluation scheme as per Blended Learning and MOOCs Policy)



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Semester V

Sl. No	Course Code	Course	L	T	P	Evaluation Scheme		Total	Credits	Course Type
						CIA	ESE			
1	BDJ57110	Digital Marketing, Campaign Strategy & Analytics Studio	2	0	4	40	60	100	4	Major
2	BDJ57111	Mobile Journalism, Video Editing & Short-form / Documentary Production Lab	1	0	4	40	60	100	3	Major
3	BDJ57112	Influencer Communication, Creator Economy & Personal Branding Practice	2	0	4	40	60	100	4	Major
4	BDJ57113	Data Journalism, Visualization, Content Analytics & Dashboard	2	0	2	40	60	100	3	Major
5	BDJ50206	Digital Public Relations, Corporate Communication & Reputation Management	4	0	0	40	60	100	4	Minor
6	BDJ58001	Industry Project / Portfolio Development/ Internship	0	0	0	40	60	100	2	IAPC
TOTAL			11	0	14	240	360	600	20	
7	UGPC0003	Advanced Professional Communication and Employability Skills	0	0	0	100	0	100	0	GPC

Semester VI

Sl. No	Course Code	Course	L	T	P	Evaluation Scheme		Total	Credits	Course Type
						CIA	ESE			
1	BDJ67114	Advanced Digital Journalism, Verification & AI-powered Newsroom Workflow	3	0	2	40	60	100	4	Major
2	BDJ67115	Content Strategy, Campaign Communication & Brand Storytelling Studio	3	0	2	40	60	100	4	Major
3	BDJ67116	Emerging Platforms, OTT & Digital Production Practice	3	0	2	40	60	100	4	Major
4	BDJ67117	Media Research, Audience Insights & AI-assisted Analysis	3	0	2	40	60	100	4	Major
5	BDJ68002	Portfolio Development/ Industry Project	0	0	0	40	60	100	4	Minor
TOTAL			12	0	8	200	300	500	20	



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Semester VII

Sl. No	Course Code	Course	L	T	P	Evaluation Scheme		Total	Credits	Course Type
						CIA	ESE			
1	BDJ77118	AI-powered Content Creation & Creative Production Studio	2	0	4	40	60	100	4	Major
2	BDJ70119	Business, Technology & Platform Journalism	3	0	0	40	60	100	3	Major
3	BDJ70120	Media Research, Analytics & Research Writing	3	0	0	40	60	100	3	Major
4	BDJ77121	Multimedia Content Creation & Cross-platform Publishing	2	0	2	40	60	100	3	Major
5	BDJ77122	Data Journalism, Audience Intelligence & Media Dashboards	2	0	2	40	60	100	3	Major
6	BDJ77208	Personal Branding, Image Management & Professional Influence	2	0	4	40	60	100	4	Minor
TOTAL			14	0	12	240	360	600	20	

Semester VIII (Honours)

Sl. No	Course Code	Course	L	T	P	Evaluation Scheme		Total	Credits	Course Type
						CIA	ESE			
1	BDJ87123H	Media Entrepreneurship, Startup Models & AI-enabled Business Practice	3	0	2	40	60	100	4	Major
2	BDJ87124H	Advanced Digital Branding, Promotion & Performance Communication	3	0	2	40	60	100	4	Major
3	BDJ87125H	Emerging Media, Innovation, AI Ethics & Future Communication Trends	3	0	2	40	60	100	4	Major
4	BDJ87126H	Integrated Media Management & Professional Practice	3	0	2	40	60	100	4	Major
5	BDJ88003H	Major Project / Industry Portfolio / Startup Prototype	0	0	0	40	60	100	4	Minor
TOTAL			12	0	8	200	300	500	20	