

**As Per NEP 2020**

# University of Mumbai



## **Title of the program**

- A- U.G. Certificate in Advertising and Communication, Design
- B- U.G. Diploma in Advertising and Communication, Design
- C- B.A. (Advertising and Communication, Design)
- D- B.A.(Hons.) (Advertising and Communication, Design)

**(Garware Institute of Career Education and Development)**

## **Syllabus for Semester- Semester I and II**

**Ref: GR dated 20<sup>th</sup> April,2023 for Credit Structure of UG**

**(with effect from the academic year 2023-24 Progressively)**



(AS PER NEP 2020)

Sr. No.	Heading	Particulars	
1	Title of program O: _____ A	A	U.G. Certificate in Advertising and Communication, Design
	O: _____ B	B	U.G. Diploma in Advertising and Communication, Design
	O: _____ C	C	B.A. (Advertising and Communication, Design)
	O: _____ D	D	B.A.(Hons.) (Advertising and Communication, Design)
2	Eligibility O: _____ A	A	1. Candidate should have a minimum of 45% marks in his/her 10+2 or equivalent. Admissions on the basis of Written Test & Interview. 50% passing marks in the Entrance assessment.
	O: _____ B	B	1. Lateral Entry to be granted to the candidate who has successfully completed U.G. Certificate in Advertising and Communication, Design. 2. Lateral Entry to be granted to the candidate who's Under Graduate Certificate credits are 60% equivalent to U.G. Diploma in Advertising and Communication, Design & he/she earns minimum 8 Credits from U.G. Advertising and Communication, Design. 3. As per NEP criteria on the basis of RPL-Recognition of Prior Learning, Candidate to be admitted to 2 <sup>nd</sup> Year subject to He/she securing minimum 50% in the 1 <sup>st</sup> Year assessment of U.G. Certificate in Advertising and Communication, Design.
	O: _____ C	C	1. Lateral Entry to be granted to the candidate who has successfully completed U.G. Diploma in Advertising and Communication, Design. 2. Lateral Entry to be granted to the candidate who's Under Graduate Diploma credits are 60% equivalent to B.A. Advertising and Communication, Design

			<p>&amp; he/she earns minimum 8 Credits from U.G. Diploma in Advertising and Communication, Design.</p> <p>3. As per NEP criteria on the basis of RPL-Recognition of Prior Learning, Candidate to be admitted to 3<sup>rd</sup> Year subject to He/she securing minimum 50% in the 2<sup>nd</sup> Year assessment of U.G. Diploma in Advertising and Communication, Design.</p>
	O: _____ D	D	1. Lateral Entry to be granted to the candidate who has successfully completed B.A. Advertising and Communication, Design with distinction.
3	Duration of Program R: _____	A	1 Year
		B	2 Years
		C	3 Years
		D	4 Years
4	R: _____ Intake Capacity	30	
5	R: _____ Scheme of Examination	NEP 50% Internal – Continuous Evaluation 50% External- Semester End Examination Individual Passing in Internal and External Examination	
6	Standards of Passing R: _____	50% in each component	
7	Credit Structure R: _____	Attached herewith	
8	Semesters	A	Sem I & II
		B	Sem I, II, III, & IV
		C	Sem I, II, III, IV, V, & VI
		D	Sem I, II, III, IV, V, VI, VII & VIII
9	Program Academic Level	A	4.5
		B	5.0
		C	5.5
		D	6.0

10	Pattern	Semester
11	Status	New
12	To be implemented from Academic Year Progressively	From Academic Year 2023-24

Km Nayak

Dr. Keyurkumar M. Nayak,  
Director,  
UM-GICED



Prof.(Dr.) Anil Kumar Singh  
Dean,  
Faculty of Interdisciplinary Studies