



BGU
BIRLA GLOBAL
UNIVERSITY

**BIRLA SCHOOL OF
COMMUNICATION**

**Communicate
with the world
like a Pro**



FULL-TIME PROGRAMME

Master in Journalism &
Mass Communication (MAJMC) – 2 years

Bachelor in Journalism &
Mass Communication (BAJMC) Hons. – 3 years

PROSPECTUS
2020-21

a tribute



Late Dr. (Smt.) Sarala Birla and Late Syt. B.K. Birla

Late Syt. Basant Kumar Birla and Late Dr. (Smt.) Sarala Devi Birla, successors of late Syt. G.D. Birla, are our Founders and Patrons who established the Birla Academy of Art & Culture (BAAC) in Calcutta in 1964 to promote arts, culture, literature and education. The academy has been vital in establishing Birla Global University, formerly BIMTECH, Bhubaneswar.

Late Syt. B.K. Birla has been involved in management since he was fifteen. Apart from being associated with management of several companies like Birla Brothers Pvt. Ltd. and Kesoram Industries & Cotton Mills Ltd., he has established many new industries for producing cotton, paper, polyester and nylon yarns, cement, chemical, tea, coffee, and cardamom.

He was the first Indian industrialist to set up a company abroad namely Indo-Ethiopian Textiles in 1959. For this, he was awarded the medal of Menelik II, the highest Ethiopian award by the then emperor. Apart from heading his industrial ventures like Jay Shree Tea & Industries, Kesoram Industries Ltd., Century Enka Ltd., and Century Textiles Ltd., he has been making dynamic contributions to education sector of the country. While he is associated with Birla Institute of Technology & Sciences, Pilani, Birla Education Trust, Pilani and BITS, Biwani as trustee, he has been pivotal and keenly interested in the educational institutions noted below:

1. Birla Global University (BGU), Bhubaneswar
2. Birla Institute of Management Technology (BIMTECH), Greater Noida
3. Birla Vidya Vihar Trust, Kolkata
4. Birla Sanskriti Trust, Kolkata
5. Birla Vidya Mandir, Nainital
6. Birla Vidya Niketan, New Delhi
7. G.D. Birla Memorial School, Ranikhet

Vision

The vision of the university is to disseminate knowledge-based education, become a leader in the field of research-oriented activities and global leader in the high quality education providing excellence and values in the field of higher education.

Mission

The avowed mission of the university is to develop scholars committed to the high ideals and search for the achievement of success in their career. The university in the field of higher education would provide knowledge to its students to excel in the fields of research, innovation and entrepreneurship development besides a steady career path.



ABOUT BIRLA GLOBAL UNIVERSITY

Birla Global University (BGU) is a self-financed private unitary University and has been established by the enactment of Birla Global University Odisha Act, 2015 with its main campus spread over an area of nearly 30 acres of land in Gothapatna in Bhubaneswar the capital city of Odisha. The management of the University is carried out by a Board of Governors headed by Smt. Jayashree Mohta, Chairperson, Birla Academy of Art & Culture, being the main promoter of Birla Global University. The Hon'ble Governor of Odisha is the Chancellor of the University.

The University has been established with a goal to be the best destination for aspiring new-gen professionals. It is committed to redefine 'quality' in education with state-of-the-art facilities, best of infrastructure and finest of faculty. Presently, the University operates with five schools i.e.

1. Birla School of Management offering Ph.D. in Management, MBA, BBA (Honours), BBA Honours (Business Analytics) and BBA Honours (Digital Marketing)
2. Birla School of Communication offering MA in Journalism & Mass Communication (MAJMC) and BA in Journalism & Mass Communication (BAJMC) (Honours)
3. Birla School of Commerce offering M.Com, M.Com (Forensic Accounting & Fraud Prevention) & B.Com (Honours)
4. Birla School of Social Sciences & Humanities offering Ph.D. in Economics, MA in Economics and BA Economics (Honours)
5. Birla School of Law offering BBA.,LL.B. (Honours)

The University plans to extend the scopes of the existing schools as well as to open new schools for Art & Culture, Literature, Sciences and research programmes. In fact, the core strength of the University is its commitment towards research and development. The University, in this way, aims at catering to the need of the youth of the country and to take Odisha to the global arena in the sphere of higher education.

A degree in
Mass Communication
from Birla Global University,
opens up opportunities in
Journalism, Public Relations
and Advertising, as a
lucrative career.



Birla School of Communication has been
awarded the 'Best Mass Communication Institute'
at the third National Media Conclave-2019.



A skill-driven, competency-based learning programme, our Journalism and Mass Communication course provides modern audio visual facilities for production of formats such as news, panel discussion etc. We have active partnership with media houses for hands on training and exposure to industry's best practices. Our state-of-the-art internet Radio Station (Radio BGU) and TV studio along with industry employability enhancement programme empower students for suitable job placement. All this is being done with the prime focus of giving a high level of practical exposure to the students and to make them industry ready.





MAJMC

MASTER IN JOURNALISM & MASS COMMUNICATION

Introduction

This is a full-time two years regular programme offered by the Birla School of Communication, Birla Global University, Bhubaneswar campus. The programme caters to the needs of academics, higher learning and research.

It also prepares students to join news organizations such as newspapers, magazines, radio, and television. To facilitate holistic journalism training, the School has adopted latest model media curriculum and advanced TV studio set-up and Internet Radio Station.

The areas covered under the programme are:

- Print, electronic and online journalism;
- Special emphasis on news production - newspaper, magazine, electronic and new media;
- Media Industry and management;
- Research in Media and Communication
- Internship with media organization PR and Ad agencies of repute.

Objectives

After completing the programme, a student will be able to:

- Enhance their communication skills and apply it in different forms of journalistic writings;
- Develop new story ideas and sharpen news sense;
- Report, write, edit and produce news for print, radio, television and online media;
- Develop necessary skills to work in PR and Ad Industry.

MAJMC Course Structure

Under CBCS Pattern

Course Code	Course Title	Course Type	Course Credit
Semester - I			
JMC-101	Introduction to Mass Communication	Core	4
JMC-102	Reporting (Print Media)	Core	4
JMC-103	Editing & Page Design (Print Media)	Core	4
JMC-104	Media History, Law & Ethics	Core	4
JMCE-101	(Any one of the following) a) Global Journalism b) Business Communication	Elective	4
JMCP-101	Practical (Reporting, Editing & Page Design) [Assignment (20)+ Viva(30) =50] (Internal Assessment=50)	Core	4
Total Credits/Marks			24

Course Code	Course Title	Course Type	Course Credit
Semester - II			
JMC-201	TV & Radio Journalism	Core	4
JMC-202	Photography & Photojournalism	Core	4
JMC-203	Development Communication	Core	4
JMC-204	Online Journalism	Core	4
JMCE-201	(Any one of the following) a) Comparative History of World Journalism b) Media Literacy	Elective	4
JMCP-201	Practical (Television, Radio & Online) [Assignment (20)+ Viva(30) =50] (Internal Assessment=50)	Core	4
Total Credits/Marks			24

Course Code	Course Title	Course Type	Course Credit
Semester - III			
JMC-301	Public Relations	Core	4
JMC-302	Advertising	Core	4
JMC-303	Media Management	Core	4
JMC-304	Mass Media Research	Core	4
JMCE-301	(Any one of the following) a) Folk Media b) Media, Society & Human Rights	Elective	4
JMCP-301	Public Relations & Advertising [Assignment (20)+ Viva(30) =50] (Internal Assessment=50)	Core	4
Total Credits/Marks			24

Course Code	Course Title	Course Type	Course Credit
Semester - IV			
JMC-401	International & Inter-Cultural Communication	Core	4
JMC-402	Specialization (Any one of the following) Print Journalism JMCE-402 Broadcast Journalism JMCAC-402 Advertising & Corporate Communication JMCNM-402 New Media [Assignment (20)+ Internal (30) =50] (Term End Assessment=50)	Core	4
JMC-403	Dissertation	Core	6
JMC-404	Seminar Paper Presentation	Core	4
JMC-405	Internship	Core	4
JMCE-401	(Any one of the following) a) Event Management b) Political Communication	Elective	4
Total Credits/Marks			28



Total No. of Papers =24
Total Credits =100
Total Marks =2400



BAJMC (Hons.)

BACHELOR IN JOURNALISM & MASS COMMUNICATION

Introduction

Bachelor of Journalism and Mass Communications (BAJMC) is a 3-year undergraduate programme for students who wish to pursue their career in Journalism and media industry. After successfully completing the course candidates will be able to develop as well as refine their skills of gathering, transmitting, and delivering information to a large audience.

Candidates who successfully complete BAJMC can choose to work for news channels, newspapers, publishing houses, television, radio, internet, etc. and earn a healthy remuneration. Candidates who look for a rewarding career in media industry as journalist, photo journalists, PR and advertising professionals and content writers for online portals. This is an ideal course for those with an inquisitive mind and willingness to work diligently.

The areas covered under the programme are:

- Print, electronic and online journalism;
- Special emphasis on news production - newspaper, magazine, electronic and new media;
- Media Industry and management;
- Research in Media and Communication
- Internship with media organization PR and Ad agencies of repute.

Objectives

After completing the programme, a student will be able to :

- To impart quality journalism education and provide a strong knowledge base so as to create market –ready professional, capable of taking any challenge in pursuit of their career.
- To conduct primary and secondary researched and contribute to the pool of knowledge through publication.
- To associate with leading institutions around the world for various academic purposes to support and growth and pursue excellence.
- To provide knowledge sharing environment for discussion and other activities like conferences and seminars to contribute to the academic development.
- The courses offered in this programme are meticulously drafted and subsequently reviewed and revised at regular intervals by the industry and academia experts, thus infusing valuable inputs for learning contemporary journalistic style and techniques.

BAJMC (Hons.) Course Structure

Under CBCS Pattern

Course Code	Course Title	Course Type	Marks	Course Credit
Semester - I				
BAJMC-1.1	Communicative English	AECC-I	100	4
BAJMC-1.2	Introduction to Journalism (Print Media) Theory & Practical	CC-I	100	6
BAJMC-1.3	Introduction to Media and Communication	CC-II	100	6
BAJMC-1.4	Fundamentals of Electronic Media Theory & Practical	GEC-I	100	6
Semester - II				
BAJMC-2.1	Environmental Studies	AECC-II	100	4
BAJMC-2.2	Reporting and Editing for Print Media Theory & Practical	CC-III	100	6
BAJMC-2.3	Media and Cultural Studies	CC-IV	100	6
BAJMC-2.4	Photography Theory & Practical	GEC-II	100	6
Semester - III				
BAJMC-3.1	History of the Media	CC-V	100	6
BAJMC-3.2	Electronic Media Programme Production Theory & Practical	CC-VI	100	6
BAJMC-3.3	Introduction to Advertising and Public Relations	CC-VII	100	6
BAJMC-3.4	Writing for Advertising & PR Theory & Practical	GEC-III	100	6
BAJMC-3.5	Film Studies	SEC-1	50	2
Semester - IV				
BAJMC-4.1	Introduction to New Media	CC-VIII	100	6
BAJMC-4.2	Development Communication	CC-IX	100	6
BAJMC-4.3	Media Law and Ethics	CC-X	100	6
BAJMC-4.4	Documentary Production Theory & Practical	SEC-I	100	6
BAJMC-4.5	Development Journalism	SEC-II	50	2
Semester - V				
BAJMC-5.1	Media Content Analysis	CC-XI	100	6
BAJMC-5.2	Research Project	CC-XII	100	6
BAJMC-5.3	Media Industry and Management	DSE-I	100	6
BAJMC-5.4	Mobile Journalism	DSE-II	100	6
Semester - V				
BAJMC-6.1	Field Visit & Documentation	CC-XIII	100	6
BAJMC-6.2	Internship (Two Months)	CC-XIV	100	6
BAJMC-6.3	Project Work -I	DSE-III	100	6
BAJMC-6.4	Project Work -II	DSE-IV	100	6
BAJMC-6.5	Event Management	GEC-IV	100	4



Total No. of Papers= 27
Total Credit= 148
Total Marks=2400

Minimum Eligibility & Selection Criteria

MAJMC

A. Minimum Eligibility

Candidate should have good academic record and scored minimum 50%* marks (or equivalent CGPA) in his/her Graduation (10+2+3 system) his/her Graduation from a recognized university. Candidates appearing for their final year graduation examination must submit their mark sheet immediately on the receipt of the same.

* University may consider 5% relaxation in exceptional cases.

B. Selection Criteria

Students would be admitted to the programme on the basis of merit (Percentage of marks secured in 10th, 12th and Graduation) and also their performance in the Personal Interview.

BAJMC (Hons.)

A. Minimum Eligibility

The Candidate should have passed 10+2 with Minimum 50%* marks or equivalent CGPA. Candidates appearing in final examinations can also apply.

* University may consider 5% relaxation in exceptional cases.

B. Selection Criteria

Students would be admitted to the programme on the basis of merit (Percentage of marks secured in 10th and 10+2/12th Board Examination).

Candidate may also be called for Personal Interview, if so desired by the University.





Birla Global University is one of the best in the state having great infrastructure and faculty. The lectures are interesting and academically stimulating and practical's applied to the real-world case studies which is extremely useful.

Srishti Pamnani, Madhya Pradesh
BAJMC 2017-20



Birla School of Communication defines creativity in its true sense. Along with the best faculty in the business, Birla School of Communication focuses more on practical exposure, which helps in increasing our field of experience. The students are given full exposure to the digital world through TV studio and Radio station. The teachers help the students to discover their real talent and shape them.

Snigdha Srivastava, Jharkhand
BAJMC 2018-21

Students Speak



Birla Global University offers healthy environment to a student for both academic and personal growth. We, the students of Birla School of Communication are taught in a pattern with professional orientation. Our radio and television studios train us and impart right skills necessary to work in respective fields. Our syllabus for six semesters ranges from very basic introduction to Journalism and Mass Communication to Advertisements and Public Relations as well as short films/documentary making all of which are very helpful for us to understand and choose our field of interest.

Annuradha Dey, Jharkhand
BAJMC 2017-20



Birla Global University, the name itself is the combination of various cultures and traditions all in one place.

The campus in itself is mesmerizing with its rich architecture and eco-friendly environment. Birla School of Communication helps one to broaden their understanding of various professional activities like Public Relations, Advertising, Photography, Journalism, Documentary/Short Film Making, etc. The faculty here understands the need of the students and is quite friendly.

Atharva Shete, Maharashtra
BAJMC 2017-20



Hello! I am Shivakumar Reddy pursuing MA Mass Communications and Journalism in Birla Group University. It has been a great experience here in BGU. BGU helped me develop a positive attitude towards my studies and discover more about my self. The Summer internship Program at Lowe Lintas gave me practical exposure to the advertising industry. BGU helps students in every way. Here the potentials are harnessed, skills are developed, confidence is built and dreams are realised. I am very grateful to be a part of Birla Global University.

Shivakumar Reddy, Telengana
MAJMC 2017-19



Birla Global University keeps up the legacy of the Birla family in providing the best quality education and facilities required by the students for their academic excellence. Moreover, zero tolerance toward ragging, makes it a safe campus for the students. Birla School of Communication ensures that the students are innovative and enrich with the knowledge for achieving success in media industry.

M.S. Sreehari, Kerala
BAJMC 2017-20



This University has the best infrastructure while the faculty members are very professional and passionate about development of students. The regularly updated curriculum is adequate to meet the requirements of the profession and media industry. Faculty members here also encourage and guide students in research activities. I am glad to be a part of this prestigious University.

Priyanka Das, West Bengal
MAJMC 2018-20



Birla Global University gives us a scope for holistic development with the best infrastructure possible. From my very first day here, the teachers have been very helpful and are always there to guide us. The classes provide with theoretical knowledge while the various practicals equip us with professional knowledge. Especially the radio and television studio allow us to produce different shows and learn the technical aspects.

I feel proud to be part of a University which focuses on wholesome development.

Anwesha Nandi, Assam
BAJMC 2017-20



Eminent visitors from the Media World



Ms. Sania Hasmi and Mr. Mohan Kumawat, Filmmakers, Anhad



Ms. Aditi Rajput, News Anchor, NDTV
Prof. (Dr.) Vasuki Belavadi, University of Hyderabad.



Ms. Priya Thuvassery, Programme Producer, NDTV



Sri Kamal Sharma, Former Senior Radio Presenter, Vividh Bharati, AIR



Mr. Hardik Mehta, National Award Winner, Amdavad Ma Famous

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