

Programme Project Report (PPR) for Bachelor of Arts (Journalism & Mass Communication)

A. Programme Missions and Objectives:

The Bachelor Degree programme in Journalism & Mass Communication is a unique and most popular degree programme all over India. The amount of seats available in conventional University and Colleges are not sufficient to meet the demand for studying Journalism & Mass Communication as Bachelor Degree Programme.

- The main objectives of the courses to impart standard course curriculum of the subject which is at par with other conventional University.
- To provide opportunity to those who are already employed in different professions to improve their chances of progressing to higher positions in their job.

B. Relevance of the programme with HEI,s Missions and Goals.

The mission of the University is to spread higher education at affordable cost to the learner who are unable to attend classes in regular mode. This particular course/programme may give an opportunity to gain knowledge in the area of Journalism & Mass Communication

C. Nature of prospective target Group of Learners

The pass out of Higher Secondary level may join the course. This programme is open to all who have passed such level and want to increase his/her knowledge in Journalism & Mass Communication

The learner who have passed in other bachelor Degree exam can also apply.

D. Appropriateness of programme is to be conducted in open and distance learning mode to acquire specific skills and competence.

The programme could be considered appropriate to be conducted ODL as this system is so flexible in nature that one can use its advantages. The Self Learning Material (SLM) for the programme has been developed keeping in mind the needs of the learners ensuring that it is self explanatory, self contained, comprehensive and simple. The guide lines of UGC (ODL) Regulation 2017 have been strictly adhere to during the period of developing SLM. The SLM and personal contact programme (PCP's) are planned and scheduled in a way to extend support to the learner.

E. Instructional Design

i. Curriculum Design

The university is revising the curriculum and syllabus of its Bachelor of Arts (Journalism & Mass Communication) programme once in every three years to ensure that the content is updated and reflect current academic knowledge and practice.

The curriculum of Bachelor of Arts (Journalism & Mass Communication) has been prepared by considering the challenges of offering the programme through distance mode. The annual system of examinations and evaluation is followed by the university. Students are required to submit assignments and appear for test papers to be able to pass internal examinations for which 25 percent marks are earmarked.

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Vinayaka Mission's Shiksha
Siksha

ii. Programme Details

SCHOOL OF SOCIAL SCIENCES

BACHELOR OF ARTS - JOURNALISM AND MASS COMMUNICATION

Sl. No	Course Code	Name of the Course	Total Marks	Maximum Marks		Pass Marks		External Examinations Duration
				Internal	External	Internal	External	
1ST YEAR								
1	SSBJ101	English Language Course	100	25	75	10	30	3 Hrs.
2	SSBJ102	Introduction to Journalism	100	25	75	10	30	3 Hrs.
3	SSBJ103	History	100	25	75	10	30	3 Hrs.
4	SSBJ104	Electronic Media	100	25	75	10	30	3 Hrs.
5	SSBJ105	Computer Application in Media	100	25	75	10	30	3 Hrs.
6	SSBJ106	Visual Communication	100	25	75	10	30	3 Hrs.
2ND YEAR								
1	SSBJ201	Media Laws and Indian Constitution	100	25	75	10	30	3 Hrs.
2	SSBJ202	News Paper Management	100	25	75	10	30	3 Hrs.
3	SSBJ203	Print Media	100	25	75	10	30	3 Hrs.
4	SSBJ204	Media Writing	100	25	75	10	30	3 Hrs.
5	SSBJ205	Economics	100	25	75	10	30	3 Hrs.
6	SSBJ206	Public Relations	100	25	75	10	30	3 Hrs.
3RD YEAR								
1	SSBJ301	Web Journalism	100	25	75	10	30	3 Hrs.
2	SSBJ302	Reporting and Advanced Reporting	100	25	75	10	30	3 Hrs.
3	SSBJ303	Advertising	100	25	75	10	30	3 Hrs.
4	SSBJ304	News Editing	100	25	75	10	30	3 Hrs.
5	SSBJ305	Development Communication	100	25	75	10	30	3 Hrs.
6	SSBJ306	Dissertation	100	25	75	10	30	3 Hrs.

iii. Duration of the Programme

The minimum Duration of the programme shall be three years and maximum five years.

iv. Faculty and Support Staff requirement

Course Co-ordinator

Faculty

Supporting Staff

F. Instructional Delivery System

The Directorate has developed printed self learning materials (SLM) for all courses. These material have been developed by inhouse Course Writers and outside resource persons. These SLM's are developed with simple language, self explanatory, self contained, self directed, self motivating and self evaluating approach. In addition to the SLM the university provides CD's related to the course material. Further the learners can update themselves by logging on the Website www.vmsuniversity.in

G. Personal Contact Programmes/ Counseling programmes

The Directorate conducts weekend counseling for its learners. The personal contact programmes are also provided and course co-ordinator informs the schedule to the learners.

H. Procedure for Admission, Curriculum transaction and evaluation

i. Admission

The admission notification for Bachelor of Arts (Journalism & Mass Communication) will be issued in leading national and regional dailies. The detailed information regarding admission is also given on the Vinayaka Missions Sikkim University website. The students seeking admission shall apply online as well as in the university admission section by getting application.

ii. Fee Structure:

Fee Structure of Bachelor of Arts (Journalism & Mass Communication) will be 18000 and it will be collected in 3 installments.

iii. Evaluation:

The evaluation of the programme is annual system. The external theory examination shall be conducted by the university in the month of June every year and result will be published in the month of July. Total marks for external examinations is 75 and total marks for internal evaluation is 25.

iv. Assignment:

At least one assignment should be done in each year for all the courses.

1. Requirement of Library resources

The students can use the library resources available at the university central library and learning support centres. The area of the university library is 3000 sq.ft. The courses which requires computer as well as other laboratory facilities shall be provided in the university and students make use of these laboratory at the time of personal contact programmes.


Registrar
Vinayaka Missions Sikkim University
Sikkim

J. Quality Assurance mechanism and expected programme out course.

The VMSU has constituted the Internal Quality Assurance Cell (IQAC) to ensure the delivery of High quality programme to the learners.

It tries to ensure quality service to the learners and identify the key areas in which the concerned schools of the university should maintain quality. It also organize workshops, seminars and acting as a nodal agency of the University for quality related activities including adaptation and dissemination of good practices.



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