

PNS INSTITUTE OF TECHNOLOGY & MANAGEMENT

BHIKHANPURA, MUZAFFARPUR

Approved by AICTE, New Delhi,

Affiliated to M.M.H.A.P. University, Patna

BACHELOR IN JOURNALISM & MASS COMMUNICATION [BJMC]

(3-YEAR DEGREE COURSE)

1. **OBJECTIVE:** To development understand of modern business practice to enable them to make informed decision in problem solving in business and industry Further to develop communication skill and analytical skill in business. The training will equip them with the tools of objectivity to discharge managerial functions effectively.
2. **ELIGIBILITY:** +2 passed with minimum 45% marks from recognized Board/ Madrasa Education.
3. **DURATION:** Three year academic Years and the University will hold examination at the end of the first, the second and the third years of the course , to be known respectively as BJMC Part I, Part II and Part III
4. **COURSE STRUCTURE:** A candidate for the BJMC examination shall be required to offer the following subject and will be examined in 18 papers according to the following curriculum.

1st Year

Paper-I	Introduction to Journalism and Mass Communication
Paper-II	Reporting and Editing
Paper-III	Writing for mass Media
Paper-IV	Indian Government and Political and International Relation

Subsidiary

Paper-I	Economics	Paper-II	Computer Application for Mass Media
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2nd Year

Paper-V	Introduction to Audio – Visual Media
Paper-VI	Reporting and Editing -II
Paper-VII	Advertising
Paper-VIII	Public Relation & Corporate Communication

Subsidiary

Paper-I	Economics development and Planning in India
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Paper-II Entrepreneurship development Programme

After the 2nd year Annual Examination, each student shall undergo a practical training of 8 week duration in an approved Business/Industrial /Service Organization and submit at least two copies of the Summer Training Report to the Head of the Department at least 15 days before the date of commencement of the Final Year Examination This Summer Training Report shall carry 100 marks and it shall be evaluated for 60 marks by two external examiners to be appointed by the University and 40 marks shall be awarded on the basis of theory internal assessment.

3rd Year

Paper-IX	Reporting and Editing -III	Paper-X	Photo Journalism
Paper-XI	Design and Graphics	Paper-XII	Indian Constitution and Media Law
Paper-XIII	Development Communication	Paper-XIV	Project

I.A = Internal Assignment

U.E = University Examination

FEE STRUCTURE:

Semester	Course Fee	University Development Fee (one time)	Reg & Misc. Charge	Exam Fee	Tarang & Eklavya/NSS
I	10000/-	2000/-	200/-	1550/-	30/-
II	8000/-	---	---	1550/-	--
III	8000/-	---	---	1550/-	---
IV	8000/-	---	---	1550/-	---
V	8000/-	---	---	1550/-	---
VI	8000/-	---	---	1550/-	---

Total Fee- 61530/-

RELEVANT INFORMATION

(a) SEAT LIMIT: Maximum no. of seat 60, with 05 additional seats for ward of NRI/ Foreign National.