2021-22
ADMISSION BROCHURE

MAKHANLAL CHATURVEDI NATIONAL UNIVERSITY OF JOURNALISM AND COMMUNICATION

माखनलाल चतुर्वेदी राष्ट्रीय पत्रकारिता एवं संचार विश्वविद्यालय

VALUES

- Academic excellence and integrity
- Scholarly research and professional leadership
- Integration of teaching, research and service
- Individual and collective excellence
- Diversity, equity, and social justice
- Education of individuals across the life span
- Collegiality and collaboration
- Fostering good business ethics and social responsibility.

MISSION

To transform the lives of all students by creating a distinctive environment of intellectual rigor, research, creativity deep community and engagement across innovative areas of Media, Communication, Journalism, Management and IT to expand knowledge, raise awareness and promote Humanistic values.

VISION

To be recognized by effective academic environment, excellence of our Programmes, our innovative research, desire to be contributing partner to our community through our empathetic involvement towards society and developing students with balanced perspectives by preparing them for effective leadership in the professional and spiritual dimensions of life.

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Chairman, General Council

पंडित माखनलाल चतुर्वेदी जैसे महान संपादक साहित्यकार एवं स्वतंत्रता सेनानी के जीवन आदर्शों से प्रेरित है। विश्वविद्यालय मीडिया की ऐसी प्रथम राष्ट्रीय विद्यापीठ है जो जनसंचार की सभी प्रचलित विधाओं की शिक्षा एवं शोध का केंद्र बन गई है। कंप्यूटर एवं न्यू मीडिया जैसे विषयों के शिक्षण का विश्वविद्यालय महत्वपूर्ण केंद्र बनकर उभर रहा है और आशा है कि विश्वविद्यालय सोशल नेटवर्किंग के क्षेत्र में सफलता का इतिहास रचेगा। नैतिक मूल्यों को मजबूत करते हुए पत्रकारिता कैसे करें, समाचार पत्र का स्वरुप कैसा हो, समाचार संप्रेषण के साथ मीडिया किस तरह से जन कल्याणकारी हो इस महान कार्य में संलग्न पत्रकारिता विश्वविद्यालय नित नए आयाम स्थापित कर रहा है। मानव कल्याण एवं राष्ट्रवाद के उद्देश्य को पूरा करने के लिए यहां पर शिक्षित एवं विकसित होने वाले कलम के सिपाही पत्रकारिता को एवं लोकतंत्र को मजबूत करने में महत्वपूर्ण भूमिका अदा करेंगे।

शिवराज सिंह चौहान
मुख्यमंत्री, मध्य प्रदेश
अध्यक्ष, महापरिषद
माखनलाल चतुर्वेदी राष्ट्रीय पत्रकारिता
एवं संचार विश्वविद्यालय, भोपाल

In Pursuit of Excellence

It gives me great pleasure to welcome you all to Makhanlal Chaturvedi National University of Journalism and Communication. This University has completed three-decades of its fruitful existence and takes pride in its emergence as a pioneer in providing affordable quality education through its three campuses at Bhopal, Khandwa and Rewa.

The institution is the first Journalism University of Asia which was established with the vision to promote excellence in education for a vibrant and inclusive society through knowledge creation and dissemination. We have been imparting innovative educational pedagogy which strive hard to impart quality education including critical thinking, creativity and life skills to meet national and global challenges.

This University is pursuing the holistic approach in education to inculcate right values among students to produce socially sensitive and patriotic citizens. Thus it encourages not only curricular activities, but also co-curricular, extra-curricular and extension activities such as NCC,NSS sports and cultural clubs. In sync with the changing times, we are fully prepared to offer blended learning to our students as also hands on experience through enhanced academia- industry exchanges. Our emphasis is on grooming responsible and competent global citizens with strong Indian roots.

The University has now introduced courses in consonance with the National Education Policy in all its Under Graduate programmes, with multiple options in the fields of Media, Advertising, Mass communication, Journalism, Management, Computers and Research. We also have courses as per choice based credit system, apart from PG Diploma Programmes.

The Bhopal and Rewa campuses of the university are all set to shift to their brand new campuses equipped with state of the art facilities and thereby add colours to the dreams it has seen in its long and outstanding journey. The spectacular achievements of its alumni in leadership roles in media-communication organizations, voluntary organizations, information-technology, entertainment communication, libraries media organizations has made the university a prestigious platform for talent and its promotion. No wonder then that India Today in its latest rankings has named us among the top 12 Media schools in the country.

The university, with its liberal, comprehensive and inclusive thinking, made its meaningful interventions in the intellectual sphere through the organization of several national and international seminars/webinars workshops and consultancy. Our faculty keep themselves constantly updated through FDPs, Orientation Programmes and International courses. The University open- heartedly welcomes you all to come together to explore the various opportunities it is offering to build a better and brighter future, to build a better society and a great nation.

-Prof. K. G. Suresh

Vice Chancellor

BHOPAL
THE CITY OF LAKES

Bhopal, located in the heart of India, is the capital of Madhya Pradesh, is also known as the City of Lakes for its various natural as well as artificial lakes and as one of the greenest and cleanest cities in India. Founded by Raja Bhoj in the 11th century, the city was earlier known as Bhojpal in his name. With an expanded planning area of 463 square kilometers, Bhopal stands among the 15 largest cities of India. It has retained its old world charm despite industrialization, with the old part of the city being full of narrow alleyways and crammed markets, while the new part of the city is better planned and is full of parks and gardens. Bhopal is an important economic, industrial, political and educational center of Madhya Pradesh and is home to many institutions and installations of state and national importance. The city has also contributed in the fields of science, politics, literature, and many others.
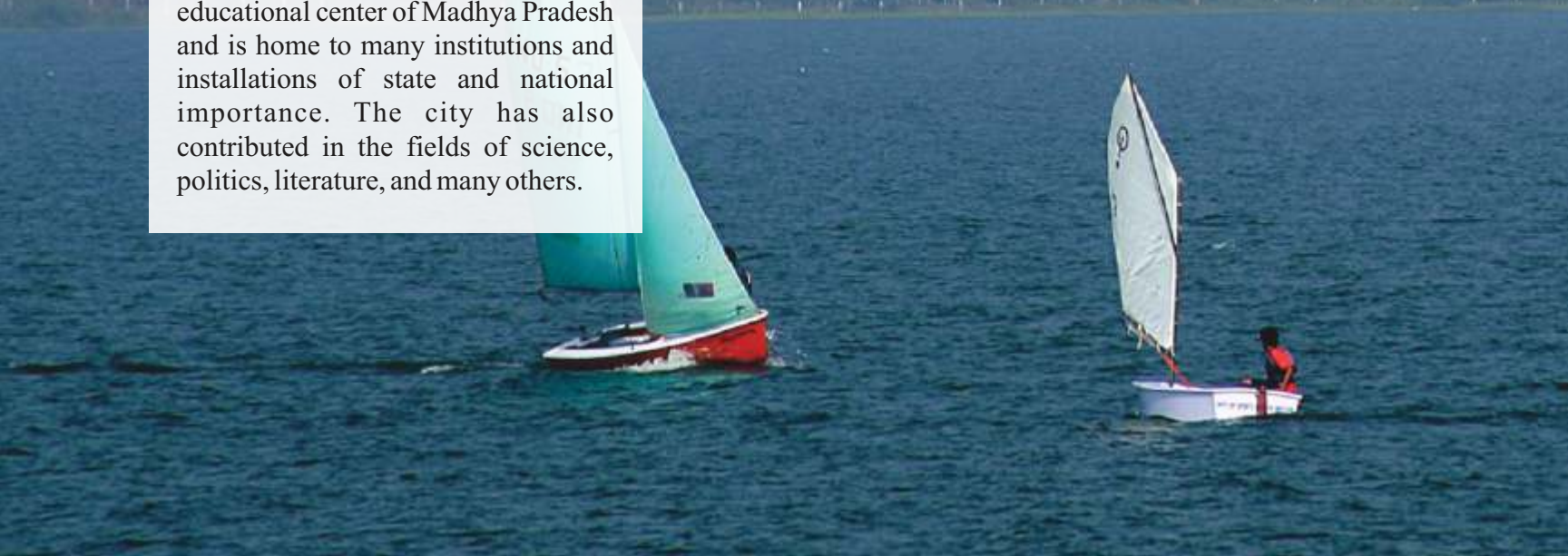
माखनलाल चतुर्वेदी राष्ट्रीय पत्रकारिता एवं संचार विश्वविद्यालय, भोपाल (म.प्र.)

ABOUT ▶
UNIVERSITY

Makhanlal Chaturvedi National University of Journalism and Communication (MCNUJC) was established 31 years ago. Carrying forward the legacy of excellence, it is a leader and pioneer in Mass Communication, Media, Journalism, Computer Applications, Digital media, and Management Education.

Established in 1990 by the Madhya Pradesh Government, MCNUJC is named after Pt. Makhanlal Chaturvedi, the great editor, poet, litterateur and freedom fighter. It is the first academic centre of excellence in the entire Asian sub-continent where professionals are developed in Communication, Media, and IT disciplines through traditional and modern methods of communication relevant to the current media needs. The University is also recognised under section 12(B) of UGC.

Sticking to the newest trends of Media and Information Technology, the University conducts postgraduate, undergraduate as well as skill-oriented diploma courses in Journalism, Broadcast Journalism, Advertising and Public Relations, Electronic Media, New Media, Computer Applications Media Management and Communication Research. The university is also introducing new courses as per National Education Policy 2020.

The university has been a pioneer in launching many new job-oriented courses of significance, which have received enormous appreciation among employers. The University has a focused approach towards professional education, training and innovative methods of teaching and learning. Students get opportunity to study subjects of their choice under the Choice Based Credit System (CBCS) as per the industry needs. The University is equally appreciated for its research contribution through its research scholars leading to the award of PhD in Media and Computer Applications. Most of the faculty members of the university hold a PhD along with strong research contribution.

MCNUJC is a unique amalgamation of Media, IT professionals and academicians. Today, the university is also providing education to the remote rural areas with a wide network of over more than 1700 associated study institutes, where, annually, over one lakh students are studying in regular programmes. This is a grand indicator of the university's success, credibility, popularity and recognition.

Our faculty members are recognized for their dynamic approach, research and dedication. They are approachable and enthusiastic who make their disciplines accessible and enjoyable. The university aims to transform dreams and ambitions of students into global opportunities for success. Our alumni are placed in renowned Print Media Institutions, Channels, Advertising agencies, Public relations firms, Graphic designing and multimedia world, Information Technology and Computer Industries and many of them occupy senior positions.

What makes MCNUJC the first choice for media, communication and IT education in the entire country is its comprehensive academics with exceptional industry exposure and quality education on affordable fee structure with the best professional environment.

The Hon'ble Vice President of India is the Visitor of our university. The Chief Minister of Madhya Pradesh is the Chairman of the General Council and the Management Committee of the University. General Council is the supreme decision-making body of the university and it directs the academic and administrative activities of the university. Many distinguished people in the media like the Chairman of Press Council of India, representative of Editors' Guild, reputed information technology professionals, renowned teachers and well known personalities of the country and the state are nominated as the members of the General Council. The Management Committee of the university executes the policy and administrative matters. Leading University through managing, teaching and administration lie with the Vice Chancellor of the university. The Academic Council includes distinguished teachers of media and computers, senior professionals and heads of the university departments. They provides guidance and decides matter related to teaching, training and research activities of the university. The Vice Chancellor is also the Chairman of the Academic Council.

Upcoming Campus of University in Bisankhedi

NEW CAMPUS▶

Presently, the university has its main teaching-learning campus in Bhopal, and it is housed in a twin multi-storied building spanning across 7000 sq. mt. area, at MP Nagar, adjacent to Press Complex, at the heart of the city. The campus is well- equipped across its seven floors, with all essential facilities including classrooms, studios, libraries, labs etc. Though this campus will continue to exist as the city campus, the University is set to start its activities in the newly constructed campus by July 2021.

The new campus sprawls in 50 acres with 58 lakh sqft built-up area. It is techno-friendly, nature friendly and modern, and shall be open for the classes from the July 2021. Facilities like spacious classroom, well equipped labs, girls & boys hostels, meditation centre, computer centres and studios, libraries, cafeteria, canteen, clinic for students, quarters for the faculty members and officers, recreation centres, playgrounds, indoor and outdoor games, stadiums, auditoriums, essential shopping, 24-hours ATM facility, medicine and health care, modern gym etc. will be available in the new campus.

MAKING A DIFFERENCE

The amazing academic opportunities at Makhanlal Chaturvedi National University of Journalism and communication are consistent and it leads to excellent student's satisfaction, leading quality of research and high quality standards. The university offers a wealth of provisions for supporting students in their academic studies and extracurricular activities which helps them to lead a very long way off beyond university life. It is worth considering how invaluable a degree from this university can be in the job market. Employers actively seek the students and help them for final placements and internships in diverse fields. The university attempts to bring students together by their talent and passion of their subjects which helps them to cultivate their skills and strength. The University is pursuing the holistic approach in education to inculcate right values among students to produce socially sensitive citizens. Thus it encourages not only curricular activities, but also co-curricular, extra-curricular and extension activities. This University has introduced courses as per National Education Policy in all its Under Graduate programmes, with multiple options in Media, Advertising, Mass communication, Journalism, Management, Computers and Library Science.For multifaceted development of students, curriculum emphasizes on wide variety of courses to enhance their knowledge in several core courses.

From academic environment to an astonishing array of extracurricular activities the university offers the chance to develop students interest beyond the degree. In the words of our Vice chancellor we help you to "make the future".

OUR ACCOLADES

The University has signed MOU's with various prestigious organization and is also providing consultancy to reputed institutes. All the teaching departments regularly organize seminars & workshops in collaboration with prestigious government and non government agencies on the topics related to courses or other general topics.

- Our University is ranked 34 among India's top universities as per India today survey
- Memorandum of Understanding with the Bhopal based Atal Bihari Institute of Good Governance & Policy Analysis
- In India Today Survey our University is Ranked among top 12 Media Colleges of India.
- MOU of University with Vikram University Ujjain to expand teaching Research and multidisciplinary academic activities
- MOU with Gondwana University for sharing a common desire to explore and strengthen the functional relationship.
- MOU with UNICEF for creating awareness and disseminating information regarding Pandemic issues.(Critical Appraisal Skills (CAS) for Public Health Reporting programme)
- MOU with Madhya Pradesh Council of Science and Technology
- MOU with Mahatma Gandhi Central University, Motihari District, Bihar
- Gazette notification regarding Trainer for Public Relation Officers of M.P
- Academic Exchange Program with Dr Baba Sahab Ambedkar University, Aurangabad
- MOU with Bhartiya Shikshan Mnadal , Nagpur for Promotion of Research.
- MOU with Happiness Department, M.P
- AICTE sponsored Faculty Development Program organized by Department of Computers Application on "Data Science"
- AICTE sponsored Faculty Development Program organized by Department of Management on "Organizational Behavior"
- EDII sponsored Faculty Development Program Organized by Department of Management on "Entrepreneurship Development"
- International Conference Organized by Department of Management on "Innovative Business Practices in Digital Era"
- International conference organized by Department of Electronic Media on "Changing Dimensions of Broadcast Media"
- AICTE sponsored Faculty Development Program organized by Department of Advertising and Public Relations on "Cinematic Communication"

QUALITY EDUCATION AND UPDATED CURRICULUM

The University ensures that the students are kept abreast with the latest industry trends and are conversant with their surroundings when they conclude the Programme and enter the world of media professionals. For this, special attention is paid to regularly updated curriculum and quality education.

Curriculum is designed such that focus is on the various aspects viz. employability, innovation, research, skill development and professional ethics. It is designed by taking inputs from various stake holders like domain experts, alumni, students, eminent academicians from the institutions of National repute, Media experts, etc .

The University has standard academic calendar, which is followed by all the departments. It follows semester based system with minimum 90 working days for academic session.

Credit and grade based scheme with innovative pedagogy is used. Following UGC guidelines, CBCS system has been implemented from the year 2017-18. From this year the university is introducing 07 new courses as for National Education Policy.

TEACHING METHODS

We strongly believe that learning is more important than mere teaching and hence, we emphasise a lot on learning. The University provides stimulating environment to students through interactive sessions. All courses offered at the University are delivered with innovative teaching methodology. The learning at this Pandemic time is done virtually by using digital platform like Google Meet , Zoom, Webex, Skype etc. Other learning facilities available in the campus provide ample opportunities for learning to students, which transforms them into professionals in their chosen field.

DISTINGUISHED AND EXPERIENCED FACULTY

The quality of faculty is of prime importance in any academic institution. The University has a resource pool of competent teachers with high academic qualifications and professional experience.

The regular faculty comprises of distinguished academicians and leading professionals with rich industry experience. In addition to the regular faculty, leading professionals from the industry interact regularly with the students.Students get a deep insight into the subject with the rich industry experience that the faculty shares with each of them. They are encouraged to look beyond the books and explore the subject with experiential learning.

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INDUSTRY-ACADEMIA INTERFACE

The Industry-University interaction helps to create opportunities for research, consultancy, continuing education programmes, and student internships. The University cultivates an enduring relationship with the Media and IT industry as it is integral to the teaching learning methodology and curriculum. It conducts regular visits of media houses, PR firms, production houses for media and management students and software development firms and IT supporting services firms, for computer students. Students gain the experience of the workplace through industrial exposure and study tours.

The University organises various programmes, seminars, conferences and symposia in collaboration with the industries. Industry leaders, senior editors, journalists, advertising experts, media managers, computer and IT experts and people from diverse field of interests are invited for interaction with students for enrichment of their knowledge and employability. Review reports, recommendations and advice of organisations like FICCI, NASSCOM, CSI etc. are considered for design and modification of the curricula to make them more industry-oriented.

CENTRAL LIBRARY

Information is the bloodline of the future. It lies at the core of research, and forms of mainstay of learning. MCNUJC ensures that students have access to wide sources of information. The well-stocked library has a wealth of information on varied subjects. The library has OPAC facility, with information of around 41,000 books on wide range of subjects from media and communication to public relations and information technology.

The library is equipped with e-books, online journals, magazines and periodicals and newspapers, national digital library facility for the students. A total of forty national and regional newspapers are regularly subscribed to and are kept in the library archive for media and communication studies for students. Apart from this, 100 subject-specific magazines as well as those useful for competitive examinations are also made available. The library has a huge collection of research journals on Media and Communication, IT and Computers. The University has the membership of more than sixty research journals like Asia Pacific Media Educator, Journalism, Journal of Communication, Vidura, PR Communication Age, South Asian Journal of Socio-Political Studies, etc.

To aid the progress of media related research, the library has developed an archive for newspaper clippings on 300 specific subjects and has been regularly updating it. In order to improve reading habit amongst students, an award is given every year to a student who spends the maximum time reading in the library. Besides the main library, each teaching department also has its own library with books, periodicals and journals.

MERIT SCHOLARSHIP AND FINANCIAL SUPPORT

The University grants limited merit scholarship to students who are domiciled residents of Madhya Pradesh. Concession in tuition fee is given to certain number of students belonging to economically weaker section on the basis of their academic performance and conduct in the campus, and is also provided to enrolled siblings in the University. Also, scholarships to scheduled caste, scheduled tribe and other backward category and physically challenged students are granted as per the rules of government of Madhya Pradesh. The University also helps students to acquire educational loan from nationalised banks.

LANGUAGE PROFICIENCY LAB

It is no hidden fact that proficiency in languages is the backbone of media and communication professionals. Keeping this in mind, the University has developed a well-equipped digital language lab which strives to make students to speak, listen, read and write in ways that are immediately useful in real world situations. Students are also encouraged to participate in exercises and tutorials for improvement in communication skills.

PLACEMENT AND ENTREPRENEURSHIP CELL

The University helps students achieve lifelong success in their chosen career by reaching out to prospective employers and alumni. Renowned recruiters of media and IT industries actively and consistently target our students. There is a centralised placement cell for students of all departments of the University. With the job market being increasingly competitive, our students are fully equipped with the knowledge and skills required to progress in their chosen field. Committed to building the future of the students, campus recruitments from leading media and corporate houses are organised. Large number of our students get selected every year through campus interviews. Our students have been placed with all leading media houses including BBC, NDTV, ABP, AajTak, Zee News, ETV, PTI, UNI, Reuturs, Doordarshan, LokSabha TV, RajyaSabha TV, Star News, Times of India, Hindustan Times, India Today, Indian Express, Danik Bhaskar, Patrika, Sahara and many more.

CAREER COUNSELLING CELL

The University sets up a career counselling cell to provide guidance to prospective students at the time of admission. Every teaching department has its own career counselling cell which students can approach to get guidance about the courses and careers they are interested in. The cell works closely with them to build their overall personality to enable them to stand apart and succeed in a competitive environment. The media and industry connections help students interact with leaders in the field to enhance their exposure.

HOSTEL FACILITIES

Separate hostel facilities are provided for Boys and Girls in the University campus having adequate high security and good discipline. The capacity of boys and girls hostel is 150 each with ragging free environment and furnished rooms. Each room is provided with furniture needed by a student i.e. bed, table, chair, cupboard, etc. The hostel is administered by chief warden and assisted by warden/assistant warden. Hostel accommodation is allotted to students strictly on merit basis. There is a separate mess for boys and girls. The hostel committee coordinates with the mess committee for smooth running of the mess. Review and inspection of the food quality is carried out at regular intervals.

SPORTS AND EXTRA CURRICULAR ACTIVITIES

For the overall development of their personality, every student is encouraged to participate in sports and extracurricular activities. Inter-departmental sports competitions are organised by the University every year during the annual fest'

RAILWAY CONCESSION FACILITY

Students not exceeding 25 years of age can avail railway concession facility for going to their hometown, educational tours and vacations declared in the academic calendar for both ways of the journey, and one way at the end of the last semester.

PRATIBHA

'Pratibha' is a confluence of talents in students of diverse backgrounds and cultures who are provided an opportunity to showcase their talents. Competitions including group dance, western solo and classical solo, power point presentation, story boarding, mime, skit, extempore speech, photography and debate are held under the annual festival. Indoor and outdoor games like cricket, football, chess and badminton competitions are also held. Talented students avail the chance to represent University in inter-university and zonal youth festivals.

PRODUCTION ACTIVITIES

Outbound activity is one of the many productive and innovative ways of teaching, especially since the University focuses deeply on preparing each student for career and life. The University has introduced production activity in order to promote hands-on training to students every week. Students in this University have the opportunity to carry out practical on different types of productions including film, photography, print journalism and multimedia storytelling, research based field surveys, packaging designing, documentaries, script writing, news bulletin, in- house journals designing, designing digital posters and logos, etc. These activities enable the students to adapt quickly to real job situations.

MEDIUM OF INSTRUCTIONS

Teaching-learning as well as examinations are offered in English and Hindi bilingual pattern. The students have a choice to choose their language, ensuring that the quality of academics is maintained, irrespective of the chosen language.
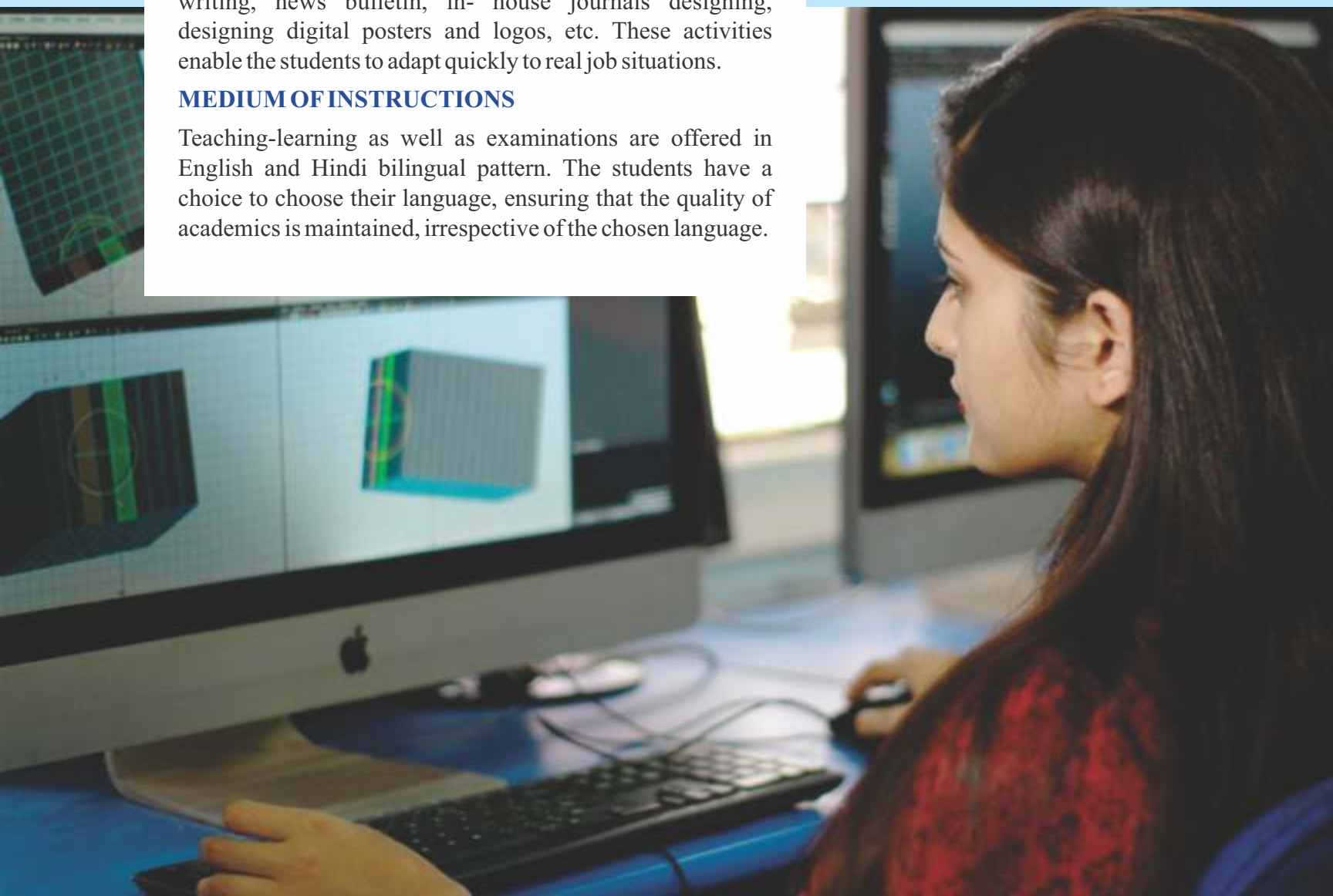
UNIVERSITY PUBLICATIONS

The University has a separate Publication Department which maintains documentation of all the publication work. Various renowned books and research projects are published through the publication department. Also it publishes blind peer reviewed bilingual quarterly research journal 'Media Mimansa', a prestigious and reputed journal dedicated to research in the field of Mass communication , Journalism, Electronic Media, Media Management and Computer Applications .

In line with the objective of the University in promoting the Media and Communication facilities in Indian languages with more emphasis on Hindi, the University has ventured into development of valuable academic material in Hindi and English. The University has developed a strong content creation and publication service, having published numerous quality books, regular periodicals, and journals, etc. The University has also conducted several research projects for evaluation and improvement in the media and journalism related issues in the nation.

The University has contributed more than 77 books on Literature, Journalism, Political Journalism, Economic Media, Journalism, Film Journalism, Electronic Journalism, Press Laws, freedom of expression, Sports Journalism, Science Journalism and other communication related subjects. Thirty monographs on eminent editors, their contribution, and stature along with personal details have also been published.

ALUMNI ASSOCIATION

An Alumni Cell has been established in the University to strengthen the relations of alumni and their alma mater. For this, alumni meets are organised from time to time in different parts of the country. It provides an opportunity for seniors to share their experiences with current students, and also helps current students secure their future by getting placed in good companies through employee referral schemes. To motivate existing students the university has also published several success stories of their alumni.

BASIC GYM AND MEDICAL ASSISTANCE

The University offers basic facilities of gym and medical assistance to students. A doctor with first aid facility is available in the campus during working hours. Besides, a senior doctor also visits campus from time to time or as per the requirement.

AWARDS CONFERRED BY THE UNIVERSITY

The University offers awards and appreciations to the major contributors in the nation relating to the field of communication. The prestigious 'Ganesh Shankar Vidyarthi Award' is conferred every year.

RESEARCH

The University is known for its quality research contribution through its faculty members as well as the registered scholars of PhD courses in the disciplines of Media and Computer Applications.

STUDENT ENROLMENT

All the students admitted in any full time PG and UG program are necessarily required to complete enrolment in the University as per rules. All the essential documents must be provided before the prescribed date, failing which the admission stands cancelled. Similarly, after the completion of the course the University offers a migration certificate on receiving a request for the same.

ATTENDANCE REQUIREMENTS

With the commencement of a semester, classes in the University are held regularly and students are required to attend all classes. At least 75 percent attendance in classes and practical work is mandatory for all students. In case of short attendance, students will not be allowed to appear in internal examinations or even the end semester examinations. A student's registration may be cancelled if he/she remains absent for six consecutive days without any prior information. He/She may be permitted to re-register on payment of the requisite fee and fulfilment of the requirements, under special cases. The students can pursue only one regular course at a given time. No student is allowed to do any regular job during the course.

CONDUCT AND DISCIPLINE

The University has set high standards for conduct within the campus and outside. Students are expected to maintain the highest standards of discipline and behaviour inside as well as outside the campus. All the campuses of the University are completely ragging-free, and follow zero tolerance regarding it. The University has an anti-ragging squad and committee which monitors cases of ragging, if at all any, as per the UGC Regulation. Ragging in any manner in campus/hostel/outside the campus will invite strict disciplinary actions including expulsion or penal action. Every student is required to submit an affidavit / written undertaking duly countersigned by their guardian/parents ensuring proper conduct throughout the academic sessions and also assuring good behaviour, to abide by the rules and norms of the University. Students can register concerns about ragging (if any) with the concerned HoD or the anti-ragging committee of the University. Students are also expected to follow the guidelines issued by the Department of Higher Education, Madhya Pradesh and code of conducts of the University. In case of violation, student will face disciplinary actions to the extent of being suspended/rusticated.

SOCIAL MEDIA POLICY

Students are encouraged to be mindful and creative in the use of social media platforms. However, they should not infringe on the rights, or privacy of other students, staff and teachers. They are expected to not make ill-considered comments or judgments about other students, staff and teachers. Students must take care while communicating, commenting, or reacting through social media. They must maintain the highest standards and integrity while posting any matter on their personal social media accounts. Any post or comment, related to staff members, teachers, other students, which is defamatory , discriminatory, threatening or causing harm to one's reputation must be strictly avoided from being shared online.

No post or comment should be made on social media platforms which violates the code of conduct, else strict action will be taken against the student.

EXAMINATIONS

The University conducts semester, internal and practical examinations with utmost precision, fairness and objectivity. To ensure continuous and comprehensive evaluation, three internal examinations are held during each semester, with a specifically defined schedule in the academic calendar itself. End-of-semester examinations are held in December-January and May-June as per curricula under the Choice Based Credit System. The evaluation comprises continuous evaluation and end-of-semester summative evaluation. Students are expected to follow the guidelines issued with in the examination manual to maintain discipline during the examinations. Online applications are to be filled for examinations. The University reserves the right to amend the academic or examination system from time to time.

SEMESTER REGISTRATION

The University expects all students to strictly follow the timeline of all the activities mentioned in the annual academic calendar declared at the beginning of the academic session. For this, at the beginning of each semester, all students must compulsorily register themselves by being personally present in their respective departments on the scheduled date as directed by the department. It is mandatory to select courses of choice from the list of open elective courses of other departments provided in the CBCS system on the day of registration itself. The students will also have to select core elective subjects for the semester available in syllabus, also, at the time of registration. At the same time, students will have to pay all their outstanding fees.

NATIONAL CADET CORPS (NCC)

In order to inculcate national spirit and discipline among students, the NCC army wing was started in the University in 2015 with one company under army wing 4 MP Battalion, Bhopal. The University NCC comprises of 54 Cadets. The company is presently taken care of by Associate NCC Officer Mukesh Kumar Chourase. He is serving as Care Taking NCC officer of the University since 2017.

- The National Cadet Corps plays a significant part in moulding a person's character. It fosters the spirit of teamwork and man-management and leads to the development of a more pleasing overall personality.
- NCC strives to achieve the following objectives:
- Constructive use of leisure time, wholesome recreation, wide cultural sympathies, abiding social consciousness and an alert mind.
- Recognizing the importance of the NCC, the Institute offers the students an opportunity to be part of the NCC.
- As a part of Institutional training, cadets are trained in basic military aspects like Physical fitness, Drill, Map reading, weapon training etc.
- The cadets are trained in basic military aspects like Physical fitness, foot drill and command, weapon training, field craft, civil defense, map reading etc. as well as Guard of Honour and Parades are given on 26th January and 15th August to commemorate the Republic Day and Independence Day of India.

NATIONAL SERVICE SCHEME (NSS)

The National Service Scheme (NSS) is an Indian government-sponsored public service program conducted by the Ministry of Youth Affairs and Sports of the Government of India. Popularly known as NSS, the scheme was launched in Gandhiji's Centenary year in 1969. Aimed at developing student's personality through community service like Women and child development, literacy related work, environmental protection, de-addiction campaign, health and sanitation, assistance to people suffering during emergency or natural disaster etc.. NSS is a voluntary association of young people in Colleges, Universities and at +2 level working for a campus-community (esp. Villages) linkage. At present there are 112 students of the University are registered in this scheme. Dr. Gajendra Singh Avsya is the Coordinator of this program in the University.

Activities @MCU

All the teaching departments regularly organise seminars, workshops & special lectures by eminent professionals on topics related to courses or other current important issues for the benefit of the students. A few of the eminent speakers who were invited by the University to present special lectures are:-

- Dr Mohan Yadav, Minister, Higher Education, MP
- Padmashree, Vaidya Rajesh Kotecha, Secretary, Union AYUSH Ministry
- Shri dhar Paradkar, Akhil Bhartiya Hindi Sahitya Parishad
- Dr Shrinivasa K Rao, Scientist from New York
- Praful Krishna, Scientist, Artificial Intelligence
- Jayant Rao Sahastrabuddhe, General Secretary, Vigyan Bharati
- Dr Sarman Singh, Director, AIIMS Bhopal
- Margaret Gwada, Chief, UNICEF, MP
- Dr Ravindra Bagal, Health expert
- Dr Prakash Bartuniya, Chancellor, Baba Saheb Ambedkar Central University, Lucknow
- Prof Nand Kishore Pandey, Dean, Rajasthan University and Director (research)
- Dr Vijay Bhatkar, Renowned Scientist
- Shri Manoj Shrivastava, Additional Chief Secretary
- Prof SP Gautam, Former, Vice Chancellor
- Shri Amogh Gupta, Prant President, Vigyan Bharati
- Dr Sudhir Kumar Mishr, CEO & MD, Brahmos Aerospace
- Dr Ranjana Agrawal, Director, CSIR
- Shri Arvind Ranade, Senior Scientist
- Dr Umashankar Pachauri, General Secretary, Bharatiya Shikshan Mandal
- Prof Mazhar Asif, Jawaharlal Nehru University
- Dr Mansingh Parmar, Former, Vice Chancellor, Kushabhau Thakre Journalism University, Raipur

- Dr Manish Singh. Deputy Director (Child Health)
- Dr Vandana Bhatia, Health expert, UNICEF
- Dr Sumit Narula, Director, Amity School, Communication
- Shri Pramod Joshi, Senior Journalist
- Shri Sanjay Abhigyan, Senior Journalist
- Shri Sanjay Dev, Senior Journalist
- Nobel peace laureate Shri Kailash Satyarthi
- G. Sumansekara, President, Colombo Chambers of Commerce
- Dr Nirmal Mani Adhikari, Professor, Kathmandu University, Nepal
- Dr. Umesh Holani, Professor, Jiwaji University, Gwalior
- Dr Michel Plaisent, Professor, University of Quebec,Montreal
- DR Prosper Bernard, Professor , University of Quebec,Montreal
- Mr Vivek Rao, Advocate of Public Education,
- DR Aftab Ahmed, Visiting Professor, Dubai , UAE
- Dr S. Ranjan Das, IIM Indore
- Dr Mihalis Halkides, CEO, MCM Prime (USA)
- Dr Aarushi Jain, Associate Director, Bharti Institute of Public Policy
- Deepti Soni, Communications Lead, Bharti Institute of Public Policy
- Dr Sudam Khade, Commissioner, Public Relations
- Smt Veena Jain, Joint Director (news) Doordarshan
- Shri Girish Upadhyay, Senior Journalist
- Shri Pankaj Mittal, Deputy Director
- Shri Ashutosh Pratap Singh, Director, Public Relations
- Shri Ankeshwar Mishra, IT experts
- Puja P Vardhan, Joint Director (news), Doordarshan, Center Bhopal
- Padmashri Shri Alok Mehta Senior Journalist
- Dr Navneet Anand, Founder and Director, Grey Matters Communication
- Shri Anurag Batra, Editor-in-Chief, Business World
- Dr Manish Pratik, Dean, School of Computer Science, UPS, Dehradun
- Shri Alok Verma, Editor and founder Nyoooz.com

- Smt Navika Kumar, Group Editor, Times Network
- Shri Rakesh Khar, Editor and Business Head, TV-9 Network
- Shri Ankeshwar Mishra, IT experts
- Shri Krishan Sharma, IT experts
- Dr Diwakar Shukla, Dean, Jagran Lake City University
- Shri Shivkumar Vivek, Senior Journalist
- Shri Ranjan Shrivastav, Senior Journalist
- Shri Manish Shrivastava, Senior Journalist
- Dr RR Patel, Deputy Director
- Shri Anil Gulati, Expert, Health communication, UNICEF
- Shri Gyan Prakash, Senior Journalist
- Smt Sonia Sarkar, Communication Officer, UNICEF
- Dr Kripa Shankar Chobey, Member, Child Welfare Committee, Bhopal
- Smt Pratibha Pandey, Member, Juvenile Justice Board, Bhopal
- Shri Umesh Upadhyay, Media Director, President of Reliance Industries
- Shri Ashok Shrivastava, Senior Consulting Editor, DD News
- Smt Navika Kumar, Group editor (Politics), Times Network
- Swami Dharmbandhu, Founder, Shri Vaidik Mission Trust, Rajkot
- Dr Santosh Shukla, Additional Director, Department of Health and Family Welfare, Government of Madhya Pradesh
- Prof Rajneesh Kumar Shukla, Vice Chancellor, Mahatma Gandhi Antarrashtriya Hindi Vishwavidyalaya, Wardha
- Dr Umashankar Pandey, Assistant Professor, Kolkatta.
- Dr. Rajendra Singh, Environmentalist, Reman Megsese Award
- Dr. P.K. Singhal, Pediatrician, Indraprastha Apollo Hospital, New
- Shri Sajal Mukherjee, Director, Apeejay, Institute of Mass communication, New Delhi
- Dr. Harish Shetty, Psychiatrist, Mumbai
- Shri Tarun Vijay Senior Journalist & Writer
- Prof. Prakash Singh, Department of Political Science, Delhi University
- Dr. Anand Pandey, Director and Senior Consultant, Department of Cardiology, Dharamshila Super Specialist Hospital

CAREER AND EMPLOYABILITY OPPORTUNITIES

Our professionally relevant courses, in accordance with our mission, aim to enhance people's everyday lives. By choosing degree from this university you are preparing yourself for a career that provides job satisfaction and contributes in the wellbeing of the society.

With the job Markets becoming increasingly competitive, we want to endure that our students are fully equipped with the knowledge and skills required to progress in their chosen field. Many of our courses are aimed at those already working in a specific field, enhancing the ability to gain promotion or move into a management position.

We are here to support you at every stage of your studies, helping you to plan your next steps and realize your career ambitions.

CAREER AND STUDENT EMPLOYMENT SERVICE

Our Entrepreneurship and Placement cell supports all students regardless of degree, discipline, level of study, or stage in career planning. Our team of professionally qualified advisers work closely with each subject area to ensure that support is tailored to your needs.

The Employability Centre provides a comfortable space to conduct your career research and to communicate with members of the career team on a 'drop-in'basis. You can attend seminars and conferences on the topic such as "How to face interview, Resume writing, personality development etc.

Whatever qualification you are contemplating, remember that Makhanlal Chaturvedi National University of Journalism and Communication is committed into continuing professional development and we will always have something more to offer you in terms of further study and developing your career.
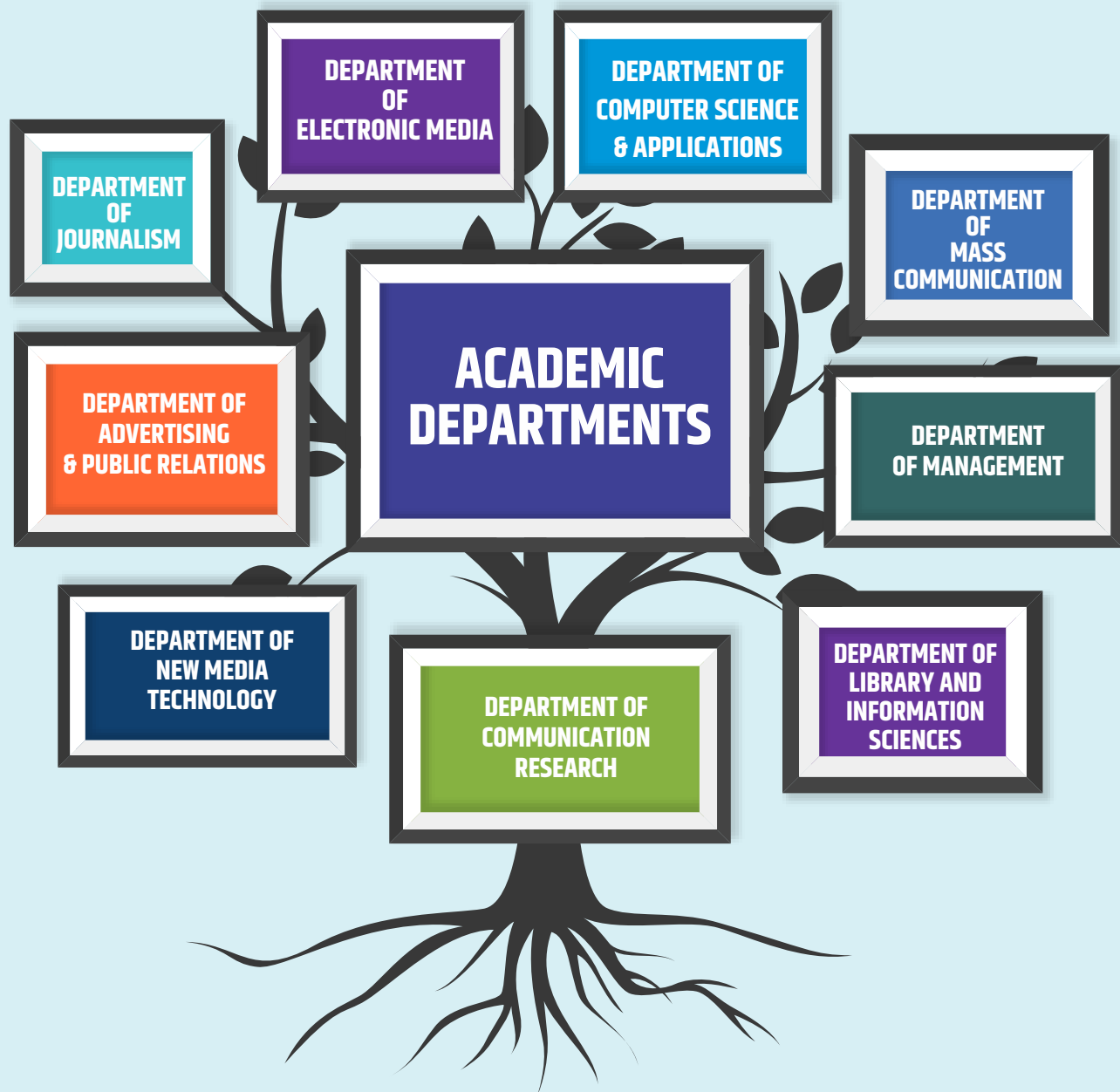
माखनलाल चतुर्वेदी राष्ट्रीय पत्रकारिता एवं संचार विश्वविद्यालय
Makhanlal Chaturvedi National University of Journalism & Communication

Our Placements in Media Organisations

BBC NEWS · ZEE NEWS · INDIA TODAY · NDTV 24x7 · ZEE मध्य प्रदेश छत्तीसगढ़ · अमर उजाला · आज तक · दैनिक भास्कर · पत्रिका · राजस्थान पत्रिका · जागरण · नई दुनिया · THE TIMES OF INDIA · DB DIGITAL · NBT नवभारत टाइम्स · ETV · CNBC · ET · तेज़ · Ogilvy · REPUBLIC · हरिभूमि · The Indian EXPRESS · दैनिक जागरण · 94.3 MY FM · abp न्यूज़ · hindustantimes · Pioneer · DD NEWS · news24 · INDIA न्यूज़ · NEWS NATION · CNN IBN · TIMES NOW · SADHNA NEWS · BS · NDTV इंडिया · inshorts · Leo Burnett

Our Placements in IT Organisations

Microsoft · AMERICAN EXPRESS · VOLVO · vmware · Infosys · Dell · DRDO · TATA CONSULTANCY SERVICES · BOEING · Capgemini · SAMSUNG · LinkedIn · CITIBANK · NBK · THE WORLD BANK · L&T · worldpay · Red Hat · L&T Infotech · HDFC BANK · wipro · Satyam · accenture · Tech Mahindra · HCL TECHNOLOGIES · SBI

ACADEMIC DEPARTMENTS

- DEPARTMENT OF JOURNALISM
- DEPARTMENT OF ELECTRONIC MEDIA
- DEPARTMENT OF COMPUTER SCIENCE & APPLICATIONS
- DEPARTMENT OF MASS COMMUNICATION
- DEPARTMENT OF ADVERTISING & PUBLIC RELATIONS
- DEPARTMENT OF MANAGEMENT
- DEPARTMENT OF NEW MEDIA TECHNOLOGY
- DEPARTMENT OF COMMUNICATION RESEARCH
- DEPARTMENT OF LIBRARY AND INFORMATION SCIENCES

PROGRAMMES OFFERED

#	Programme	Code
1.	Master of Arts (Journalism)	MA(J)
2.	Master of Arts (Digital Journalism)	MA(DJ)
3.	Master of Science (Electronic Media)	MSc(EM)
4.	Master of Arts (Broadcast Journalism)	MA(BJ)
5.	Master of Arts (Advertising & Public Relations)	MA(APR)
6.	Master of Science (Film Production)	MSc(FP)
7.	Master of Arts (Mass Communication)	MA(MC)
8.	Master of Science (New Media)	MSc(NM)
9.	Master of Business Administration (Media Business Management)	MBA(MBM)
10.	Master of Computer Applications	MCA
11.	Master of Science (Information & Cyber Security)	MSc(ICS)
12.	Master of Science (Media Research)	MSc(MR)
13.	Post graduation diploma in Rural journalsim	PGDRJ
14.	Bachelor of Arts (Journalism and Creative Writing)	BA(JCW)
15.	Bachelor of Science (Electronic Media) (Honors)	BSc(EM)
16.	Bachelor of Arts (Mass Communication) (Honors)	BA(MC)
17.	Bachelor of Business Administration (E-Commerce)	BBA(EC)
18.	Bachelor of Science (Multimedia) (Honors)	BSc(MM)
19.	Bachelor of Technology (Printing & Packaging)	BTech(PP)
20.	Bachelor of Technology (Printing & Packaging Lateral Entry)	BTech(PP)LE
21.	Bachelor of Computer Applications	BCA
22.	Bachelor of Library & Information Sciences	BLIS
23.	Post Graduate Diploma in Computer Applications	PGDCA
24.	Diploma in Computer Applications	DCA
25.	Bachelor of Business Management (Honors)	BBM
26.	Bachelor of Arts (Advertising and Public Relations) (Honors)	BA(APR)
27.	Bachelor of Science (Graphics and Animation)	B.Sc.(GA)
28.	Master of Library and Information Science	MLIS
29.	Post Graduate Diploma in Film Journalism	PGDFJ

DEPARTMENT OF JOURNALISM

The Department of Journalism was established with the inception of the university in the year 1991. The department was established for development of skilled and efficient journalists. Currently, the department is working for excellence in teaching and training of students in the fields of journalism, digital journalism and creative writing along with research in the relevant fields. It always makes endeavors to impart knowledge about trends of current media industry to students. Also, it provides them an opportunity to engage into brainstorming and discussion with leading academic experts. The curriculum is amended and updated for quality improvement in consultation with the experts of the media industry, to prepare students as per the need of media. The department is known for its innovation and practical approach. Faculty members are subject experts in their fields. Media industry experts are invited to deliver special lectures. The department has its own library, media lab and news room. Workshops on current trends and concurrent issues and subjects like Mass Communication, Media Laws and Ethics, Photo Journalism, Layout Designing, Feature Writing and Digital Journalism are organised by the department. Many alumni of the department are now working with top media houses like The Hindu, Dainik Bhaskar, Dainik Jagran, Hindustan Times, The Pioneer, India Today,Amar Ujala, Jansatta, Navbharat Times, Patrika, Navdunia, Indian Express, Times of India, Aaj Tak, ABP News, NDTV India, Doordarshan, AIR, News18, BBC.Com, CNBC Awaaz,Zee Business, Zee News, Webdunia,Bansal News,Sadhana News, ETVMP / Chhattisgarh and marking a strong presence in many other media institutions.

CORE FACULTY

Dr. Rakhi Tiwari
Asso. Professor & Head

Dr. Ranjan Singh
Sr. Asst. Professor

Dr. Mani Nair
Asst. Professor

Satendra Dehriya
Asst. Professor

Lokendra S. Rajput
Asst. Professor

Dr. Ramdeen Tyagi
Producer

Shashank Rawat
Tutor

Rajnish Namdeo
Asst. Programmer

DEPARTMENT OF JOURNALISM

MASTER OF ARTS MA(J)

Level - Postgraduate   Duration - 2 years (4 semesters)   Seats - 40

Eligibility - Applicant must be graduate in any discipline from recognized University

About the Programme

Print media has a very important role in our lives. The print media is very effective to know about national and international happenings, to analyse them and to be aware of public issues and problems. The programme focuses on various aspects of print journalism such as news writing, reporting, editing and modern media.

Programme Objectives

- To develop competent professionals with technical skills and knowledge of journalism and principles of communication.
- To promote original research work in the fields of journalism and inculcate an understanding in relevant subjects.
- To develop analytical thinking and deliberation on human values, culture, environment, science, sports and contemporary issues related to the society so that they acquire proficiency in oral and written communication.

If you are a good aspirant with the knowledge of contemporary issue and have Interest in reporting news and wish to make a career in this challenging field of news writing, this programme is for you.

Career path you can choose after the programme

- Editor, Assistant Editor, Deputy Editor
- Reporters and Correspondents, Columnists
- Political Analyst, Media Advisor and Media Educators
- Entertainment Journalist, Sports Journalist, Photo Journalist
- Copy Writer, Feature Writer and Freelancers
- Indian Information Service officers
- News Anchor, Producer

DEPARTMENT OF JOURNALISM

MASTER OF ARTS (DIGITAL JOURNALISM) MA (DJ)

Level - Postgraduate   Duration - 2 years (4 semesters)   Seats - 40

Eligibility - Applicant must be graduate in any discipline from recognized University

About the Programme

The penetration of digital media is increasing continuously. Media institutions are competing with each other in getting and disseminating news across the world. Digital media has opened up new avenues of employment. The programme is very helpful in understanding current scenario and basics of digital journalism.

Programme Objectives

- To develop understanding and skills in digital communication and digital journalism.
- To explain the merits, demerits and limitations of digital media.
- To train student to use modern device necessary for Digital Journalism.
- To generate online research aptitude and create an understanding of international issue trending on global internet platforms.
- To train student in mobile Journalism.

Career path you can choose after the programme

- Digital Journalist
- Mobile Journalist
- TV News Producer And Filmmaker
- TV Reporter
- Radio Reporter
- News Anchor
- Photo Journalist
- Advisors in Political Parties Media Room
- Event Manager (Event Management)
- Public Relations Officer
- Non-governmental Organizations (NGOs)
- Video grapher
- Content Creator
- Researcher
- Youtuber
- Blogger
- Social Media Expert

DEPARTMENT OF JOURNALISM

BACHELOR OF ARTS (HONS) IN JOURNALISM AND CREATIVE WRITING [BA (Hons) JCW]

Level - Under Graduate Duration - 4 years (3+1 year) (8 semesters)   Seats -50

Eligibility - 10+2 (any stream from recognized board).

About the Programme

B.A. (Hons.) in Journalism and Creative Writing is based on National Education Policy (NEP)-2020. New education policy aims at making India a global knowledge super power. In this reference flexible degree options, subject's combinations, unique entry/exit options have been implemental in higher education   and this will bring drastic change in our education system. The program has been designed to impart in-depth knowledge on journalistic approach in the society and to improve the use of tools and techniques in the field of journalism. The courses structure designed in such a way that the student will gradually improve the ability to demonstrate his skills of writing & reporting in online and print media both. It promotes creative writing, journalistic skills and starting of own publications in the current media scenario.

The following exit or entry options available in [BA (Hons) JCW] Program

Ist Year (Sem. I & II)	CERTIFICATE in Journalism and Creative Writing
IInd Year (Sem. III & IV)	DIPLOMA in Journalism and Creative Writing
IIIrd Year (Sem. V & VI)	BA(Hons) DEGREE in Journalism and Creative Writing
IV th Year (Sem. VII & VIII)	BA(Hons) in Journalism and Creative Writing with Research

Programme Objectives
The programme has been designed:

- To address the growing need for training in the field of journalism and creative writing.
- To familiarize the students with the working patterns of different media platforms.
- To provide the theoretical knowledge about different genre of fiction and nonfiction
- To improve and enhance their creative and Journalistic Writing Skills.
- To provide understanding, skills and professional knowledge in the art of writing.
- Capable to identify the structural elements of literary text and media text.
- To develop the creative ability in taking up writing as a career.
- To develop media professionals as a content creator for present media scenario.
- To identify, analyse, interpret and describe critical ideas, theme ,values that consist of literary and media text.
- To develop Journalistic approaches for different formats used in present media.
- To sensitize and inculcate attitude towards multilingual Bharat as well as world.
- To produce graduates familiar with the contemporary, literary and journalistic publishing milieu.

Career path you can choose after the programme

- Journalist/Editorial Assistant-Reporters and Correspondents
- Copy Writer / Script Writer/ Technical Writer
- Social Media Editor/ Web Writer
- Blog and Feature Writer
- Book Writer/Novelist
- Vlogers/ Travelogue Writer/Story tellers
- Film/Art Critics
- News Anchor/ Announcer/ Speech Writer
- Public relation Specialist / Political Campaign Manager
- Freelancer

DEPARTMENT OF ELECTRONIC MEDIA

Broadcast journalism is currently at the cutting edge of dissipating news and information, combining the age old profession of Journalism and modern day technology with an increasingly diverse set of job roles. Department of Electronic Media established in the year 1998 exists with the sole role of creating professionals out of electronic media aspirants.

The department initially conducted postgraduate programmes i.e. Masters in Broadcast Journalism M.A.(BJ) and Masters of Science in Electronic Media M.Sc.(EM) The department aims to provide exhaustive knowledge of electronic media in teaching and training undergraduate, post graduate as well as research doctoral candidates that support a wide range of career aspirations.

The Department of Electronic Media has a well-equipped computer lab and a state of the art studio to train students on audio and video editing software. There is also a rich library with a collection of latest books and journals on all areas of mass communication. Alumni of this department are placed with top media brands like NDTV, ZEE, AAJTAK and more, in India as well as abroad.

CORE FACULTY

Dr. Shrikant Singh
Professor & Head

Dr. Sanjeev Gupta
Asso. Professor

Mukesh Chourase
Asst. Professor

Rahul Khadia
Asst. Professor

Deepak Choksey
Producer

Manoj Patel
Producer

Shalabh Shrivastva
Tutor

Priyanka Sonkar
Production Asst.

DEPARTMENT OF ELECTRONIC MEDIA

MASTER OF ARTS (BROADCAST JOURNALISM) MA(BJ)

Level - Postgraduate   Duration - 2 years (4 semesters)   Seats - 30

Eligibility - Passed graduation in any discipline from recognized university.

About the Programme

This postgraduate programme in broadcast journalism imparts creative and professional skills required for journalistic and editorial jobs in broadcast journalism (radio, television and online channels). After completion of the programme, students can make their career and recognition as a specialized media person in this field. Students can get specialization in production of news and diversed programme in television, radio and broadcast media.

If you have a nose for news, have good writing skills and wish to make a career in this challenging field of news writing and move on, this programme is for you.

Course objectives

- To provide theoretical, conceptual, technical, trade and creative understanding and skills required for the current broadcast media industry (television, radio and online broadcast media).
- To develop skills in reporting, editing, anchoring, news production and bulletin production in broadcast media – television, radio and online media.
- To inculcate qualities of skilled and competent broadcaster in students, along with public interest and investigative broadcast journalism.
- To develop analytical ability of regional, national, international issues among students and to enrich skills to present facts from a research point of view.

Career path you can choose after the course

- Reporter, copy editor, editor for Radio and Television channels.
- Voice over artist, Radio Jockey, news anchor.
- Producer for promos, documentaries and advertising films.
- Camera person, video editor, panel and broadcast producer.
- Independent journalist / producer, self-employed venture, innovative media startup.

DEPARTMENT OF ELECTRONIC MEDIA

Master of Science (ELECTRONIC MEDIA) M.Sc(EM)

Level - Postgraduate   Duration - 2 years (4 semesters)   Seats - 30

Eligibility - Passed Graduation in any discipline from recognized university.

About the Programme

This postgraduate programme in broadcast journalism imparts creative and professional skills required for journalistic and editorial jobs in broadcast journalism (radio, television and online channels). After completion of the programme, students can make their career and recognition as a specialized media person in this field. Students can get specialization in production of news and diversed programme in television, radio and broadcast media.

Programme Objectives

- To provide theoretical, conceptual, technical, trade and creative understanding and skills required for the current broadcast media industry (television, radio and online broadcast media).
- To develop skills in reporting, editing, anchoring, news production and bulletin production in broadcast media – television, radio and online media.
- To inculcate qualities of skilled and competent broadcaster in students, along with public interest and investigative broadcast journalism.
- To develop analytical ability of regional, national, international issues among students and to enrich skills to present facts from a research point of view.

Career path you can choose after the programme

- Reporter, copy editor, editor for Radio and Television channels.
- Voice over artist, Radio Jockey, News anchor.
- Producer for promos, documentaries and advertising films.
- Camera person, video editor, panel and broadcast producer.
- Independent journalist / producer, self-employed venture, innovative media startup.

DEPARTMENT OF ELECTRONIC MEDIA

Bachelor of Science (Electronic Media) Honors [BSc(EM) Honors]

Level - Under Graduate Duration - 4 years (8 semesters)   Seats -40

Eligibility - Passed Higher Secondary Certificate Examination (10+2) or equivalent examination from recognized board in any subject.

About the Programme

This undergraduate programme imparts introductory theoretical and practical knowledge required for the production and operation of various mass media such as television, radio and online media. Students can acquire technical and professional skills required in electronic media. After completing the programme, students can pursue a career in this field as a skilled professional. Students can develop content creatively and present it technically in television, radio and online media and entertainment sector. After this programme, students can get admission in post graduation programme for specialization after completing graduation in this programme.

Programme Objectives

- To impart skills for camera operation, reporting, editing, anchoring and special programme production for television, radio and online media.
- To provide introductory knowledge of production, management and operation in electronic media institutions.
- To develop an analytical understanding about mass media and its interrelations with society.
- To enhance understanding and analytical perspective about regional, national and international contemporary issues.

The following exit or entry options available in BSc. (EM) (Honors) programme

After Completion of	Students can obtain Certificate/Diploma / Degree (Hons) accordingly
1 Year	Certificate in Electronic Media
2 Years	Diploma in Electronic Media
3 Years	3 years Bachelor of Science in EM (Hons)
4 Years	4 years Bachelor of Science (EM)(Hons with Research)

Career path you can choose after the programme

- Reporter, copy editor, editor for Radio and Television channels.
- Voice over artist, Radio Jockey, News anchor.
- Producer for promos, documentaries and short films.
- Camera person, video editor, panel and broadcast producer.
- Freelance journalist / producer, entrepreneur in innovative media startup.

DEPARTMENT OF MASS COMMUNICATION

The Department of Mass Communication was established in the year 2001 and prides itself as a leader in media education producing media scholars, researchers and professionals with competencies, foresight, dynamism and value-laden personalities. It strives for excellence in Media education, training and research by upholding media work/study, values and the nobility of the profession along with the multidisciplinary approach.

In the last 20 years since its inception, the department has produced over 800 media professionals, who are now the trend setters in print and electronic media.

The faculty pool has well-qualified and trained professionals. Course content is updated at regular intervals keeping the students abreast with the latest developments and trends at national & international levels in the field of mass communication.

Regular workshops and seminars are also conducted for the same. The department has its own library and well-equipped computer and media lab which add to the all-round development of the students in the said programmes.

CORE FACULTY

Dr. Ashish Joshi
Head

Pradeep Dehariya
Asst. Professor

Dr. Urvashi Parmar
Asst. Professor

Garima Patel
Tutor

Paresh Upadhyay
Production Asst.

DEPARTMENT OF MASS COMMUNICATION
Master Of Arts (MASS COMMUNICATION) MA(MC)

Level - Postgraduate   Duration - 2 years (4 semesters)   Seats - 30

Eligibility - Applicant must be graduate in any discipline from recognized University.

About the Programme

The programme provides students with an understanding of Mass Communication, its impact on human and social spheres. The curriculum provides training in basic skills in different areas of mass communication and prepares professionals to possess the ability to produce, present and disseminate information in accordance with the high standards of media organisations, NGOs and others.

Programme Objectives

- To provide a comprehensive understanding of Mass Communication and its impact on the society.
- To empower students with strong academic knowledge and professional skills to enable them to excel in their profession.
- To prepare future leaders of mass communication with creativity, insightful attitudes, language skills, morality and other necessary skills.

If you are passionate, creative, have good communication skills and wish to pursue a career in a variety of fields in traditional news media and publishing, advertising, public relations or digital media, then this programme is for you.

Career path you can choose after the completion of this Programme:

- Journalist
- Producer
- TV Correspondent
- Radio Jockey
- Editor
- Photo journalist
- Event Manager
- Critic
- Public Relations Officer
- Content writer
- News Agencies
- Advertising Agencies
- NGOs

DEPARTMENT OF MASS COMMUNICATION

Bachelor of Arts Honours (Mass Communication) [BA(HONS)MC]

Level - Graduation with Honours   Duration - 3+1 years (8 semesters)   Seats - 30

Eligibility -Passed Higher Secondary Certificate Examination (10+2) or equivalent examination from recognized board in any subject.

About the Programme

BA(Hons)MC programme is based on "National Education Policy (NEP) 2020". Multiple entry and exit options with appropriate certifications are introduced in this programme. This programme is intended to provide a broad learning framework within which Mass Communication, Journalism and the human capital programs respond to needs of the dynamic Media and Entertainment Industry (M & E Industry). It aims to prepare professionals with ability to meet the challenges and pursue successful careers in varied fields of Media and Entertainment Industry. This programme aims at creating understanding of the core concepts of communication, the knowledge of new communication technologies and the responsibility towards society.

Programme Objectives

- To impart students an understanding of the mass communication and to develop them into socially responsible Media Professionals, Researchers, Academicians with Global vision.
- To develop the learner into competent and efficient Media & Entertainment Industry-ready professional.
- To impart Information Communication Technologies (ICTs) skills, including Digital and Media Literacy and competencies.
- To encourage quality academic research and provide access to holistic and multidisciplinary education to the students.
- To imbibe the Culture of Research, Innovation, Entrepreneurship and Incubation.

The following are the Entry and Exit options available in this Programme:

After completion of	Students can obtain "Certificate/Diploma/Degree(Hons)/Degree(Hons) with Research" accordingly
1 year	Certificate in Mass Communication
2 years	Diploma in Mass Communication
3 years	Bachelor of Arts(Hons) in Mass Communication (3 years)
4 years	Bachelor of Arts(Hons) in Mass Communication with Research(4 years)

Career path you can choose after completion of this Programme:

- Journalist
- Producer
- TV Correspondent
- Radio Jockey

- Photo journalist
- Event Manager
- Critic
- Public Relations Officer
- Content writer

- News Agencies
- Advertising Agencies
- NGOs
- Researcher

DEPARTMENT OF ADVERTISING & PUBLIC RELATIONS

With brands changing faster than before, there has been a revolution in the world of communication and public relations. The emergence of post-modern and knowledge societies have thrown new challenges before the communicators. Keeping firm eye on the trends and demand, Department of Advertising & Public Relations was established in 1991.

The department offers two Masters Programmes and one Bachelor Programme (as per NEP). Both the Programmes offer distinguished set of opportunities to all the students. The department has uniquely contributed to Media and Entertainment industry with the dynamic blend of the academic studies, modern skills and their field applications thus guiding the young talent towards a bright future and converting them into national assets.

The Department of Advertising and Public Relations offers specialised, dynamic courses and value based, industry-oriented education and internships. It also conducts regular workshops, seminars and training programs not only for students but also for industry professionals.

CORE FACULTY

Dr. Pavitra Shrivastava
Professor & Head

Dr. Meeta Ujjain
Sr. Asst. professor

Dr. G.S. Awasya
Asst. Professor

Dr. Jaya Surjani
Tutor

Anita Soni
Tutor

MASTER OF ARTS (ADVERTISING AND PUBLIC RELATIONS) MA(APR)

Level-Postgraduate Duration - 2 years (4 semesters) Seats-30

Eligibility - Applicant must be graduate in any discipline from recognised University.

About the Programme

Advertising and Public Relations are interrelated. The two are much sought after career by students of media. This course is designed to help the students transition from tactical to more strategic and creative approach towards the industry. The course is perfect for students who wish to gain advanced knowledge and expertise in creating and managing persuasive communication. The curriculum is designed as per the working standards of the industry.

Programme Objectives

- ✔ To empower students with a deeper insight into the philosophy, theory and techniques of public relations and advertising with the judicious mix of theory and their application skills.
- ✔ To help students attain expertise in public relations and advertising
- ✔ To enable the students with the ability of application of principles of communication for development and change.

If you are a creative, passionate, out-of-the-box thinker, have persuasive prowess, and want to pursue career in the field of Advertising and Public Relations, this programme is for you.

Career path you can choose after the programme:

- ✔ Copywriting
- ✔ Marketing Communication
- ✔ Creative Direction
- ✔ Digital Media Expert
- ✔ Corporate Communication
- ✔ Public Relations
- ✔ Government PRO
- ✔ Advertising
- ✔ Media Planning
- ✔ Brand Management
- ✔ Event Management

DEPARTMENT OF ADVERTISING & PUBLIC RELATIONS
Master of Science (FILM PRODUCTION) M.Sc (FP)

Level - Postgraduate   Duration - 2 years (4 semesters)   Seats - 30

Eligibility - Applicant must be graduate in any discipline from recognised University.

About the Programme

Master of Science in Film Production has been designed to enable students to become professionals in film-making. The course includes direction, screenplay writing, cinematography, sound design, recording, editing, VFX and SFX.

During two years of this curriculum, students are empowered with knowledge of the latest trends of the industry with the help of practical experience. They also get to learn from industry experts through special lectures.

Programme Objectives

- To provide students deeper insight of film production with the creative mix of theory and applications.
- To enable students in developing expertise in film production.
- To equip students with the ability to conceptualise and analyse social, economic and technical aspects of film production.

Career path you can choose after the programme

- Film Direcion
- Film Production
- Film Editing
- Art Direction
- Sound Engineer
- Film Appreciation

DEPARTMENT OF ADVERTISING & PUBLIC RELATIONS

BACHELOR OF ARTS -ADVERTISING AND PUBLIC RELATIONS- Honours with Research

Level - Graduate programme   Duration - BA APR (Hons) 4 years (8 semesters)
Structure: 3 +1 year (Multiple Entry/Exit options)   Seats - 30

Eligibility - Applicant must be Higher Secondary passed in any discipline from recognised Board.

About the Programme

Advertising and Public Relations are two significant areas of Media, Entertainment and Communication Industry. The undergraduate programme is developed to cater to current market requirements of this hugely popular field of the industry. This 4 year integrated programme is designed to help the students transition from tactical to more strategic and creative approach, also allowing them to explore their research and analytical skills for a competitive career. This is perfect for students who wish to gain a thorough understanding for creating and managing persuasive communication. The curriculum is based on the working standards of the industry.

The following exit or entry options available in BA APR(Honors) programme

Completion of First Year	Certificate in Communication
Completion of Second Year	Diploma in Advertising and Public Relations
Completion of Third Year	BA (Honours) in Advertising & Public Relations (3 Years)
Completion of Fourth Year	BA (Honours) in Advertising & Public Relations with Research (4Years)

Programme Objectives

- To empower students with a deeper insight into the philosophy, theory and techniques of Public Relations and Advertising with the judicious mix of theory and their application skills.
- To help students develop research skills in the area of Public Relations and Advertising.
- To enable the students with the ability of application of Principles of Communication for development and change.

Career Opportunities:

If you are a creative, passionate, out-of-the-box thinker, have persuasive prowess, and want to pursue career in the field of Advertising and Public Relations, this programme is apt for you.

Career path you can choose after the programme

- Government PRO
- Advertising
- Media Planning
- Research and analytics
- Brand Management
- Event Management
- Marketing Communication
- Creative Direction
- Digital Media Expert
- Copywriting
- Corporate Communication
- Public Relations

DEPARTMENT OF COMPUTER SCIENCE & APPLICATIONS

The Department of Computer Science and Applications was established in year 1993 with the aim of developing professionals in main stream of Computer Science and Applications.

The department offers PhD program, and Postgraduate and undergraduate courses. The Department studies markets trends and new development in the area, conducts massive brain storming with with leading academia and industry professionals to develop curricula.

The department is committed to provide excellence in teaching. It has a rich knowledge pool of well-trained faculty and a modern computer lab enabled to impart all required knowledge, along with its own library with latest books on various advanced areas in computers. Regular hands-on workshops are conducted to update students with the latest technology.

Many of the alumni are working in top companies like IBM, American Express Bank, Wipro, Infosys, Samsung, Microsoft, WorldPay, CISCO, HCL, Jindal, Web Dunia and more in India as well as abroad, apart from few also being entrepreneurs and some other, in academics with prestigious institutions.

CORE FACULTY

Dr. C.P. Agrawal
Professor & Head

Dr. Manish Maheshwari
Professor

Dr. Sunita Dwivedi
Asso. Professor

Dr. Manoj Pacharia
Asso. Professor

Ravi Mohan Sharma
Asso. Professor

Anil Saxena
Tutor

Alok Asthana
Asst. Programmer

Masters of Computer Application (MCA)

Level - Postgraduate   Duration - 2 years (4 semesters)   Seats - 60

Eligibility - Passed BCA/Bachelor Degree in Computer Science Engineering or equivalent Degree. OR

Passed B.Sc./B.Com./B.A. with Mathematics at 10+2 Level or at Graduation Level (with additional bridge Courses). Must have obtained at least 50% marks (45% marks in case of candidate belonging to reserved category) in the qualifying Examination.

About the Programme

Master of Computer Applications (MCA) is a two years post graduate program approved by AICTE. The curriculum of MCA is designed to meet the growing demand of qualified professionals in the field of ICT. It comprises of the core subjects like database, networking, data structure, core programming languages like C, C++, .NET and Java. Students also get exposure to advanced topics like cyber security, mobile software, IOT, data science etc. Elective papers help students to have an exposure in Cloud Computing, Big Data and Information Security related subjects.

Programme Objectives

- To empower students with basic skills of various technologies.
- To develop the ability to identify, analyse, formulate and develop computer applications.
- To enable the students to select modern computing tools and techniques and use them with dexterity.

If you are looking for challenging roles in the IT industry, computer science research, web and mobile development, data analysis, information security etc., this program is for you.

Career path you can choose after the programme

- Software Developer
- Programr
- Systems Analyst
- Computer Support
- Engineer
- Database Administrator
- Systems Administrator
- Web Designer & Developer
- Network Administrator

Master of Science (Information & Cyber Security) M.Sc. (ICS)

Level - Postgraduate   Duration - 2 years (4 semesters)   Seats - 20

Eligibility - Undergraduate (or Postgraduate) degree with Computer / Electronics specialization.
OR Engineering degree (Any Branch/Discipline).
OR Any Undergraduate degree along with Diploma in Computers.

About the Programme

IT sector has grown tremendously over the past few years. Such is its extent of growth that we've become dependent on IT systems for important activities. For example, we totally rely on IT systems for purposes such as – communication, banking, education, entertainment, Governance, business, transportation, medical systems etc.

The safety of information/data is of utmost importance to IT enabled firms, services and systems. If the data is taken care of by a skilled Information security professional, it will remain safe. If not managed properly, the data can get leaked and fall into the wrong hands. Data loss, leakage and theft are some of the common problems faced by the IT system today.

In today's cyber world, it is important for every cyber citizen to understand and appreciate cyber security as it has becomes an essential aspects of our daily life. This Masters program provides learners with concepts of computer and Information security, cryptography, digital money, secure protocols for Internet Security, Intrusion detection and other security techniques.

Programme Objectives

- To understand cyber security principles, security architecture, attacks, incidents, ethics and emerging IT Security Technologies.
- To gain knowledge of key terms and concepts in cyber law, Security Standards, intellectual property rights and Acts on IT Security.
- To understand of security policies including confidentiality, integrity, availability yet to implement them.
- To work with of security protocols to implement them.
- To understand cybercrimes and fraudulent activities over the Internet applications.
- To implement solutions for securing the Internet connections and transactions.

Career Opportunities

- Information & Cyber Security Experts
- Information & Cyber Security Analyst
- Systems and Networks Security Professional
- IT Security Officer
- IT Infrastructure Analyst
- Quality and Security Analyst

DEPARTMENT OF COMPUTER SCIENCE & APPLICATIONS

BACHELOR OF COMPUTER APPLICATIONS (BCA) HONORS

Level - Undergraduate   Duration - BCA(Hons) 3 or 4 years (6 or 8 semesters)   Seats - 50

Eligibility - Passed 10+2 from recognized Board.

About the Programme

Bachelor of Computer Application (Honors) program is based on "National Education Policy (NEP) 2020", which is set to bring drastic changes in the education system of the country. Flexible degree options, subject combination, unique entry / exit options have been implemented in higher education. Fast growing information technology and communication systems have become critical components of almost every company's plan. All the companies leverage on the new information technologies and communication systems require expert professionals, who can apply computer science principles to solve problems and to interface between business and technology.

This six or eight semester long undergraduate program creates skilled, adaptable graduates who are able to design computer-based solutions to address the need of various industry, commerce, science, entertainment and the public sector.

In this program students are exposed to foundations of computers & IT as well various languages for computer applications development including the latest developments in the industry so that students develop themselves as an application software developer for Desktop, Network based, Web based or mobile applications.

The following exit or entry options available in BCA(Honors) programme

After Completion of	Students can obtain Certificate/Diploma / Degree (Hons) accordingly
1 Year	Certificate in Computer Operations
2 Years	Diploma in Computer Programming and Applications
3 Years	3 years Bachelor of Computer Application (Hons)
4 Years	4 years Bachelor of Computer Application (Hons with Research)

Programme Objectives

✔ To enable students to have a holistic and all-round Career path you can choose after the program grooming to be a thorough professional in the field of IT.

✔ To enable the ability to develop software solutions to problems across a broad range of application domains through analysis and design.

✔ To develop the ability to understand and analyze a given real-world problem and propose feasible computing solutions

✔ To develop business analyst who analyze customer requirements, create high level design, implement and document robust and reliable software systems for Desktop / Network / Web / Mobile environment.

✔ To develop professionals who are able to use the techniques, skills and modern hardware and software tools necessary for development of innovative software solutions

Career path you can choose after the programme

✔ Programr

✔ Software Developer

✔ Web Developer

✔ Multimedia developer

✔ DTP Publisher

✔ Web Designer

✔ Network Administrator

✔ System Manager

✔ Computer Programr

✔ Attain the higher study like MCA.

DEPARTMENT OF MANAGEMENT

The Department of Management was established in the year 2010 with an objective of inculcating media and managerial qualities among students and committed to provide excellence in teaching the Department introduces students to concepts of Development, Planning, Functioning, Media Marketing and Brand building of Media Enterprises.

The Department is focusing on training students in terms of developing an understanding on how various functions such as Production, Marketing, Human Resources, Finance and Operations are run at a Media house and also to start their own Media business to become an Entrepreneur. The Department is offering courses with specialization in Entertainment communication, Advertising and Marketing communication, Corporate communication and E-Commerce.

The Department has a rich pool of knowledge and well qualified faculty members. The curriculum has been designed after regular interaction and inputs from leading academia and industry professionals, keeping the future of the corporate sectors in mind.

CORE FACULTY

Dr. Avinash Bajpai
Professor& Head

Dr. Kanchan Bhatia
Professor

Dr. Kapil R. Chandoriya
Asst. Professor

Manisha Varma
Asst. Professor

Prashant Parashar
Tutor

DEPARTMENT OF MANAGEMENT

Master of Business Administration (Media Business Management) MBA(MBM)

Level - Postgraduate   Duration - 2 years (4 semesters)   Seats - 60

Eligibility - Graduate in any Discipline from a Recognized University with min 50% marks
(45% for SC/ST and OBC)

About the Programme

This course is designed after assessing the future needs and trends to give an understanding of the Basic functions of Management, such as Financial management, Space selling, Marketing management, Business Operations, Human Resource Management and alike. After the course completion, the students may be placed in Media organizations at Managerial posts. Apart from these, they can start their own Media Business and become an Entrepreneur

Programme Objectives

✔ To inculcate among students overview of Media and introduce them to the environment of Media Industry and its Management

✔ To provide an opportunity to enroll students to learn the advanced level of many processes involved in Media products and services and also various aspects of Business Management.

✔ To enable students with an understanding of various aspects of Entertainment, Advertising, E commerce and Media Industries.

If you are interested in pursuing a career in the ever-dynamic Media Industry ,to create innovative Digital concepts ,and use skills and technology to help a company grow then this Programme is for you.

Career path you can choose after the programme

✔ Media Strategist
✔ Marketing Analyst
✔ Marketing Manager
✔ Media Manager
✔ TV Producer

✔ Digital Media Manager
✔ Corporate Communication Manager
✔ Public Relation Officer

DEPARTMENT OF MANAGEMENT

Bachelor of Business Administration (E-COMMERCE) BBA(EC)

Level - Undergraduate   Duration - 3 years (6 semesters)   Seats - 30

Eligibility - Passed Higher Secondary Certificate Examination (10 + 2) or equivalent examination from recognized board in any subject.

About the Programme

This unique graduation program is designed to enhance technical and basic knowledge of Technology and Managerial applications among students. E - Business Management is a fast emerging sector in today's scenario which requires knowledge of online trading along with knowledge of Management skills, Marketing, HRM, Finance, Research, Strategic Management etc. In this course the need of e-commerce industry is fulfilled so that students not only get employment in prestigious companies in the area of Supply chain management, Customer relations, Online store management but also can become successful Entrepreneur.

Programme Objectives

- To introduce students with functioning of E-Commerce industry and instructs them in the genesis, history, structure and infrastructure of this revolutionary way of conducting trade.

- To enhance their knowledge in Database, Marketing, Financial Accounting, Marketing Research, Strategic Management, Advertising and Sales promotion, Supply Chain Management and Logistics.

- To help the students to understand E-Commerce process models and Electronic Payment Systems.

- This course can also inspire students to plan start-ups and envision strategies of growth and sustained Business Development.

Career path you can choose after the programme

- Media Industry
- Advertising
- Entertainment Industry
- PR executives
- Service Industry

- Corporate Industry
- E commerce Industry
- Government sector
- Entrepreneur

DEPARTMENT OF MANAGEMENT

Bachelor of Business Management (Honors) (BBM-Hons)

Level - Graduation   Duration - 4 Years (8 Semesters)   Seats - 30

Eligibility - Passed Higher Secondary Certificate Examination (10+2) or equivalent examination from recognized board in any subject.

About the Programme

Bachelor of Business Management (BBM) is an undergraduate course with duration of 4 years (8 Semester) introduced by Department of Media Management under NEP 2020. This course deals with a strong foundation towards entrepreneurship along with the management skills which is required for the growth of any industry.BBM is basically an Industry oriented management course that prepares the candidates to develop critical and logical analyzing skills with knowledge about finance, strategic management, marketing, operations management, etc. This will inculcate good interpersonal skills and Leadership skills in students which will help in getting better placements in future. Business Management is an ideal option for individuals who wish to fast-track their profession or gain more about the realities of managing a business.

The following exit or entry options available in BBM (Honors) programme

After Completion of	Students can obtain Certificate/Diploma / Degree (Hons) accordingly
1 Year	Certificate in Business Management
2 Years	Diploma in Business Management
3 Years	3 years Bachelor of Business Management (Hons)
4 Years	4 years Bachelor of Business Management (Hons with Research)

Programme Objectives
- Preparing students for Professional life by developing Managerial and Entrepreneurial skills.
- Developing skills of students in the area of decision making, creative thinking, innovation, leadership skills, communication and adaptability in the dynamic environment.
- Imbibe research driven-thinking-problem solving skills and also understand the strategic and ethical dimensions of business organization.
- To provide practical industrial exposure to the students to increase their managerial competencies and business acumen while attaining a holistic understanding of a business/industry.

Career path you can choose after the programme
- Business Analyst
- Finance Managers
- Human Resource Manager
- Relationship Manager
- Marketing Manager
- Production Manager
- Development Manager
- Entrepreneur

DEPARTMENT OF NEW MEDIA TECHNOLOGY

Department of New Media Technology is the first of its kind in India, established in the year 2011, as part of Media Studies, to facilitate and promote the converging technologies in Media and Communication sector. The vision of the New Media Technology Department is to identify, understand and impart, New Media based Content and Technology, through its courses, create digital content productions for learning, and organize training programs regularly.

The Department offers 3 Undergraduate Programs including B.Sc (Honors) in Multimedia as per NEP 2020, B.Sc. (Graphics and Animation), B.Tech. (Printing and Packaging) and a Postgraduate Program M.Sc. (New Media). It is one of the creative Department that caters to the converging needs of the media and communication industry. It was recognized with a motive to introduce, adapt and elevate the students in using the new technologies in media. The Department has core group of experienced faculty members from media, technology and professionals from new media organizations.

The department regularly conducts hands-on workshop on demanding technologies like Visual Design, Information and Cyber Security, Fact Checking, Data Journalism, Internet of Things, etc. It has a Multimedia lab assisted by Industry experienced technical assistants, with latest hardware and software tools. The Printing and Packaging Lab, has unique setup for student R&D activities, where students design and fabricate working models of printing and packaging machines on their own. The Departmental Library and Digital News Room open up more opportunities for Students to enhance their knowledge.

The Alumni of this department are known for their entrepreneurship skills, having their startups PAN India. Many alumni students are working as Animators, Graphic Designers, Video Editors, Research Analysts, Assistant Directors in DQ Entertainment, Xiaomi, CRISP Multimedia, VisionForce, Pristine, Harbour Politica, Spectramind Films, Kangenium Creatives, CG_Crafters, Animatrix, Oasis Animation, Accenture, , Digital Media Platforms of Inshorts, ZEE TV, India TV, ETV, etc.

CORE FACULTY

Dr. P. Sasikala
Professor & Head

Dr. Babita Agrawal
Sr. Asst. Professor

Manoj Kumar Dhurve
Asst. zProfessor

Abhishek Pandey
Asst. Professor

Tushar Bhonsle
Tutor

Bapu Wagh,
Producer

DEPARTMENT OF NEW MEDIA TECHNOLOGY
Master of Science (Media Research) M.Sc.(MR)

Level - Postgraduate   Duration - 2 years (4 semesters)   Seats - 30

Eligibility - Graduation in any discipline from a recognized university

About the Programme

M.Sc. (New Media), 2-years (four semesters) post-graduate program with its own strength and unique features in New Media studies. The program is designed with Choice Based Credit System (CBCS) scheme. The media industry is changing rapidly from traditional media to web-based, interactive and digital media as a result of increasing growth and transformation in digitalization, internet connectivity and social media. The increasing scope of New Media in the fast emerging digital world and the new media organizations requirement for online media specialists to engage audiences leads to the need for shaping up of M.Sc New Media .

M.Sc. (NM) Program provides clear understanding in New Media Content Design & Generation, Layout, Editing and Publishing for Digital Platforms. The Program Structure and Content emphasize on understanding Online Media, along with the exposure to Data Journalism, New Media Research, Big Data Analytics and technical skills required to create, analyze, present, and deliver content for contemporary New Media.

The courses enable the students to use technology for New Media content production independently, integrating the content for different mediums and marketing for distribution. With these skills, the student can excel as an employee or entrepreneur for his/her own business platform

Programme Objectives

M.Sc. (New Media) program is designed with the following educational objectives

- To inculcate the basics of New Media Communication and Technology, along with skills for Data Analytics, Web, Social Media and Mobile Journalism.
- To make the Students ready for Digital Media Industry
- To understand theoretical, practical and technical aspects of New Media Content and Critical Thinking.
- To empower the Students into skilled professionals for New Media Content Creation, Publishing and Marketing
- To prepare the Students to work as Entrepreneurs Professionals, Researchers, as individual or in team, with Media & Professional Ethics.

Career path you can choose after the programme

- Content Editor
- Content Writer
- Graphic Designer
- Online News Producer
- Online Journalist
- Technical Editor
- Social Media Analyst
- Data Analyst & Visualiser
- New Media Research.
- Entrepreneur

DEPARTMENT OF NEW MEDIA TECHNOLOGY

Bachelor of Science (Honors) in Multimedia - BSc:MM(Hons)

Level - Undergraduate   Duration - 3 or 4 years (6 or 8 semesters)   Seats - 40

Eligibility - 10+2 level from a Recognized Board

About the Programme

B.Sc. Hons in Multimedia is based on "National Education Policy (NEP) 2020", which is set to bring drastic changes in the education system of the country. Flexible Degree options, Interdisciplinary Subject choices, Unique exit options have been implemented as per the new education policy. This Six or Eight semester undergraduate program, introduces a solid foundation about multimedia and its various application areas. Multimedia will help to improve computer/mobile penetration and increased internet connectivity in various spheres of life. The various formats of technological or digital multimedia aims at enhancing the users' experience by conveying information easier and faster

The Programme has compulsory core courses and elective core courses including Aesthetics and Technicality of Design, Foundational Components of Multimedia, Editing of Image, Audio and Video, 2D & 3D Animation, Visual Effects, Visualization of Data, Web Technology, Writing for New Media, E- Publishing and Entrepreneurship Management. Animation for Gaming, AI and Robotics, Augmented and Virtual Reality (AR/VR), Visual Effects (VFX), UI and UX, Big Data, Data Analytics for Journalism, Social Media Analytics, Cyber Security, Search Engine Optimization and Digital Marketing in addition to other courses. This program is highly recommended for students who are creative and desire state-of-the-art skills in multimedia content creation, or interested in pursuing Research in Multimedia.

The following Entry and Exit options are available in BSc:MM (Hons)

After Completion of	Students can obtain Certificate/Diploma / Degree (Hons) accordingly
1 Year	Certificate in Multimedia
2 Years	Diploma in Multimedia
3 Years	B.Sc. (Hons) in Multimedia (3 years)
4 Years	B.Sc. (Hons) in Multimedia with Research (4 years)

Programme Objectives

B.Sc. Hons in Multimedia program is designed with the following educational objectives

- To provide modular inputs related to Multimedia Content and Technologies
- To understand the essentials of Mass Communication, and the Visual Design and Technical aspects of Multimedia components in Communication
- To develop Digital Content Production skills, applicable for media and entertainment industry.
- To develop the technical skills and ethical sense, necessary for producing multimedia content.
- To develop research and analytical skills for internet based media content like Big Data
- To have understanding of interdisciplinary exposure through Generic Elective courses

Career path you can choose after the programme

- Graphics Designer
- Photo Journalist
- Video Editor
- Animator
- Content Editor
- Social Media Manager
- Web Designer
- Graphics Artist
- Visual Content Creator and many more

DEPARTMENT OF NEW MEDIA TECHNOLOGY

Bachelor of Technology (Printing and Packaging)

Level - Undergraduate   Duration - 4 years (8 Semesters)   Seats -40

Eligibility - Passed 10+2 examination with Physics/ Mathematics /Chemistry/ Computer Science /Electronics/Information Technology/ Biology/Informatics Practices/ Biotechnology/ Technical Vocational subject/ Agriculture/ Engineering Graphics/ Business Studies/Entrepreneurship.(Any of the three)

Obtained at least 45% marks (40% marks in case of candidates belonging to reserved category) in the above subjects taken together.

OR

Passed min. 3 years Diploma examination with at least 45% marks (40% marks in case of candidates belonging to reserved category) subject to vacancies in the First Year, in case the vacancies at lateral entry are exhausted.

(The University will offer suitable bridge courses such as Mathematics, Physics, Engineering drawing, etc., for the students coming from diverse backgrounds to achieve desired learning outcomes of the programme)

Bachelor of Technology (Printing & Packaging) Lateral Entry

Level - Undergraduate   Duration - 3 years (6 Semesters)   Seats -30

Eligibility -   Passed Minimum THREE years / TWO years (Lateral Entry) Diploma examination with at least 45% marks (40% marks in case of candidates belonging to reserved category) in ANY branch of Engineering and Technology.

OR

Passed B.Sc. Degree from a recognized University as defined by UGC, with at least 45% marks (40% marks in case of candidates belonging to reserved category) and passed 10+2 examination with Mathematics as a subject.

OR

Passed D.Voc. Stream in the same or allied sector

About the Programme

B.Tech.(Printing and Packaging) is a four year (Eight Semesters) Undergraduate programme that prepares a Student to work in Print Packaging Industry. An increased focus in digital packaging, has led to digitally printed packaging opportunities and commercial digital printers looking to establish packaging operations. But lack of trained manpower is one of the biggest issues to be addressed. Keeping this in view, the University offers B. Tech. (Printing and Packaging) in response to a growing demand for trained Printing and Packaging professionals. This Program provides a comprehensive practical exposure in all aspects of printing and packaging processes.

The Program content includes Printing and Packaging Technologies & Processes including Screen printing, Sheet fed offset printing, Flexography, Gravure, Web offset aided with Multimedia Technology, Graphics design for Printing and Packaging, Surface Design, Material Science to help in production and quality control as well as to form creative packaging and Print Output, Digital Printing technique includes a basic know how to print on electronics product, Introduction to Augmented and Virtual Reality, Food and Agriculture based packaging, Techniques to print on fabrics,3D Design for 3D Printing etc.

The Printing and Packaging Lab, has unique setup for student R&D activities, where students design and fabricate working models of printing and packaging machines on their own. Facilities are created in the department to provide complete practical exposure to the students along with working opportunity in University Press.

Programme Objectives

B.Tech. (Printing & Packaging) program is designed with educational objectives
- To develop basic Engineering skills in Students.
- To Understand the basic concepts and techniques used in printing technology, and   to   develop skills to deal with high-quality printing machines.
- Equip Students with knowledge of Flexible Packaging, Packaging Design, Element of Packaging
- To enable Students in designing products, practice packaging tools used in various sectors like newspaper, magazines, packaging industries.
- To make industry ready Technical workforce for Print Packaging Sector
- To inculcate the quality of an entrepreneur in Print Packaging industry

Career path you can choose after the programme

- Production Officer
- Technical Sales Manager and Officer
- Product Development Manager
- Manager Printing
- Publication officer in the printing and packaging industry
- Career in Designing and Digital Printing
- Security Printing
- Publication Officer in Printing Industry
- Electronic Publishing,
- Color Management
- Print Finishing and Converting
- Entrepreneur

DEPARTMENT OF NEW MEDIA TECHNOLOGY

Bachelor of Science in Graphics & Animation - B.Sc. (GA)

Level - Undergraduate   Duration - 3 years (6 Semesters)   Seats -40

Eligibility - 10+2 level from a Recognized Board

About the Programme

B.Sc. (Graphics & Animation) is a Three year (Six Semesters) Undergraduate programme that prepares a Student to work for the Digital Media industry as a creator of Graphics and Animation content, while working on convergence of elements like Text, Graphics, Audio, Video and Animation.

The Programme has compulsory and elective core courses including Aesthetics and Technicality of Design, Foundational Components of Multimedia, Editing of Image, Audio and Video, 2D & 3D Animation, Graphics Design, Visual Communication & Media, Game Design, Graphics Design for Gaming, Video Editing, Augmented and Virtual Reality, 3D Design with MAX, 3D Design with MAYA, Visual Effects, Animation for New Media, and UI/UX Design in addition to other courses.

This programme is highly recommended for students who are creative and focused to upgrade their skill set for Graphics and Animation content creation. The content developed helps better understanding and improved human communication in day to day life, at professional and personal space.

Programme Objectives

B.Sc (Graphics & Animation) program is designed with the following educational objectives

- To inculcate Art, Aesthetics and Technology of Graphics and Animation elements in Students.
- To equip the Students with skills for Digital Media Content Development, ranging from Graphics Design for Gaming to Advertising for New Media.
- To make the Students understand the theoretical aspects of Graphics and Animation and develop the practical ability for Content creation, Editing and Visual Effects.
- To empower the Students to work as trained professional for Online Platforms, with the capability of Social Media Analytics.
- To prepare the Students to become, Entrepreneur creating Employability, Professional with Media Ethics and Researcher questing for New Dimensions of Societal issues.

Career path you can choose after the programme

- Graphics Designer
- Game Designer
- Animation Artist'
- 3D Animator
- Photo Journalist
- Video Editor
- Content Designers, Content Writers, Content Editors
- Social Media Manager
- Web Designer
- Motion Graphics Designer
- VFX Professional
- Assistant Directors in Television and Film Industry
- Search Engine Optimizer
- Visual Content Creator and many more

DEPARTMENT OF COMMUNICATION RESEARCH

The Department of Communication Research was established in 2014 to meet out the rising needs of trained research professionals for Media Research, Advertising Research, Marketing Research, Social Media Research, Cinema Research, Digital Media Research and so on. The students enrolled are imparted theoretical as-well-as practical knowledge about Communication research Methods.

The department runs courses of M. Sc. (Media Research), and Ph. D. (Course work) . It aims to provide best curriculum to students and train them. The department holds core committed faculty members from Communication, Media and Media Research. Stalwarts of media research are invited time to time to share their expertise with students.

The department is equipped with the latest computer lab along with software like SPSS and a reference library well stocked with Books, Research Journals, Current Affairs Magazines, Newspapers and e-books too. Regular workshops, Seminars and Invited talks are organized on media and interdisciplinary research and interaction with personalities of media and communication research. Students are encouraged for field research.

The programme boasts Alumina working with research organizations, channels, newspapers and topmost Universities.

Dr. Pavitra Shrivastava

Professor & Head

Dr. Monika Verma

Professor

DEPARTMENT OF COMMUNICATION RESEARCH

Master Of Science (Media Research) M.Sc. (MR)

Level - Postgraduate   Duration - 2 years (4 semesters)   Seats - 20

Eligibility - Graduation in any discipline from any recognized University

About the Programme

The two year course has been designed to prepare Media Research professionals for the field of Print, Electronic and New Media. Enrolled budding researchers are imparted research related methodological flare-up and are made proficient in SPSS, Survey studies, monitoring Social Media content and trend studies. Students are trained for Research, Marketing Research, Advertising Research, Testing etc.

Programme Objectives

- To promote Media Research.
- To impart intensive knowledge about Media Research Designs, Media Research methods, New Media Research, Political Communication Research and also emerging trends in Media Research.
- To enhance skills of research practices by practicing research activities like Tool Designing, Case Study, and Content Analysis etcetera.
- To impart a versatile nature of Media Research by familiarizing students with research on media, marketing, politics, audience and opinion making, in past and present scenario.

Career path you can choose after the programme

- Research assistant
- Research project manager/ team leader
- Surveyors
- Researcher in Public Relations/ Advertising agencies
- Researcher in television news channels
- Data journalist/Data analyst
- Researcher in NGO

DEPARTMENT OF LIBRARY & INFORMATION SCIENCE

Library and Information Science is an act of managing, maintaining and preserving information using sources of information technology and education. The Department of Library and Information Science was established in the year 1993. The department initially conducted an undergraduate programme, BLIS (Bachelor of Library and Information Science), a one year degree programme and one year post graduation programme, MLIS (Master of Library and Information Science) which imparts education and training to develop manpower capable to manage Libraries and Information Centres effectively and efficiently with professional attitude and values. The department has a well-equipped computer lab and departmental library.

CORE FACULTY

Dr. Arti Sarang
Asso.Professor & Head

P.C.S.Sisodia
Doc. Assistant

Santosh K
Library Assistant

Chaman Singh Arya
Library Assistant

DEPARTMENT OF LIBRARY & INFORMATION SCIENCE

BACHELOR OF LIBRARY & INFORMATION SCIENCE (BLIS)

Level - Undergraduate   Duration - 1 year (2 semesters)   Seats - 20

Eligibility - Graduate in any discipline from recognized University

About the Programme

In BLIS course students are taught various aspects of Library Science including acquisition, processing, management, maintenance and preservation of information using sources of education as well as information technology.

Programme Objectives

- To enable the students to understand Librarianship as a profession and provide students strong academic knowledge and professional skills to enable them to excel in the profession.
- To develop the skills to manage the electronic libraries in digital environment and to provide the advance skill in computer and its application in library and information activities.
- To enable the student to understand and appreciate the functions and purpose of library in changing social and academic environment.

If you are fascinated with idea of books, fulfilling the reading and information needs for the variety of content available, passionate about its management and have effective organisational skills then is the course for you.

Career path you can choose after the programme

- Librarian in various institutions like schools, colleges, universities, museums etc.
- Reference librarian,
- Information archivist
- Information analyst
- Cataloguer
- Indexer
- Information Officer

DEPARTMENT OF LIBRARY & INFORMATION SCIENCE

MASTER OF LIBRARY & INFORAMTION SCIENCE (MLIS)

Level - Postgraduate   Duration - 1 year (2 semesters)   Seats - 20

Eligibility - Bachelor of Library & Information Science from recognized University

About the Programme

In library science students are taught various aspects of library science including acquisition, processing, management, maintenance and preservation of information using sources of education as well as information technology.

Programme Objectives

- To enable the students to understand librarianship as a profession and provide students strong academic knowledge and professional skills to enable them to excel in the profession.

- To develop the skills to manage the electronic libraries in digital environment and to provide the advance skill in computer and its application in library and information activities.

- To enable the student to understand and appreciate the functions and purpose of library in changing social and academic environment.

Career path you can choose after the programme

- Librarian in various institutions like Schools, Colleges, Universities, Museums etc.
- Reference Librarian
- Information Archivist
- Information Analyst
- Cataloguer
- Indexer
- Information Officer
- Library Science Teacher

REWA CAMPUS

Rewa Campus has been established to innovate and contribute in excellence of Teaching, Training and Research of Journalism and Mass Communication and Computer Application discipline to develop excellent Media professionals with Social Commitment.

The Rewa Campus is envisioned as to render meaningful contribution in Education of Media and Computer application and thus has entirely an independent existence of Centre of Professional Excellence. Rewa Campus is envisaged as an independent campus to Contribute towards the all round development of aspirational youths who dream to be groomed as Modern Professionals of Media and Computer Application streams.

The very architecture and design of the campus communicate the higher ideals of Professional Education .The state of the art of Rewa campus is fully equipped with Modern amenities, facilities and ample infra structure to shape Educational Experience of students into overall transformation their capacities, Perspective and creativity who come from across the all parts of country .

This campus is charged with zeal and energy to ameliorate the potential of students so that they identify a distinctive role with full developed skill sets and perspective to contribute towards a broader dream of Nation building. The 05 acre fully developed campus is dedicated to Media and Computer Education to ensure broader social well being and overall progress. The Campus has several plans to engage in grass root communication to initiate a new stream of Rural Journalism. The campus is running following programmes :-

- Master of Arts MA(J)
- Bachelor of Arts (Mass Communication) BA(MC)(Honors)
- Master of Arts (Mass Communication) (MA(MC)
- Master of Science (Electronic Media) (MSc(EM))
- Postgraduate Diploma in Rural Journalism (PGDRJ)
- Postgraduate Diploma in Computer Application (PGDCA)
- Diploma in Computer Application (DCA)

CORE FACULTY

Dr. Brijendra Shukla	Dr. L.B. Ojha	Mr. Suryapraksh	Mr. Ravi Sahu
Academic Coordinator	Asst. Professor	Asst. Professor	Asst. Professor

MASTER OF ARTS MA(J)

Level - Post Graduate   Duration - 2 years (4 semesters)   Seats - 25

Eligibility - Applicant must be graduate in any discipline from recognized University

About the Programme

Print media has a very important role in our lives. The print media is very effective to know about national and international happenings, to analyse them and to be aware of public issues and problems. The programme focuses on various aspects of print journalism such as news writing, reporting, editing and modern media.

Programme Objectives

- To develop competent professionals with technical skills and knowledge of journalism and principles of communication.

- To promote original research work in the fields of journalism and inculcate an understanding in relevant subjects.

- To develop analytical thinking and deliberation on human values, culture, environment, science, sports and contemporary issues related to the society so that they acquire proficiency in oral and written communication.

If you are a good aspirant with the knowledge of contemporary issue and have Interest in reporting news and wish to make a career in this challenging field of news writing , this programme is for you.

Career path you can choose after the programme

- Editor, Assistant Editor, Deputy Editor
- Reporters and Correspondents, Columnists
- Political Analyst, Media Advisor and Media Educators
- Entertainment Journalist, Sports Journalist, Photo Journalist
- Copy Writer, Feature Writer and Freelancers
- Indian Information Service officers
- News Anchor, Producer and Commentator

Bachelor of Arts Honours (Mass Communication) BA(HONS)MC

Level - Graduation with Honours   Duration - 3+1 years (8 semesters)   Seats - 30

Eligibility -Passed Higher Secondary Certificate Examination (10+2) or equivalent examination from recognized board in any subject.

About the Programme

BA(Hons)MC programme is based on "National Education Policy (NEP) 2020". Multiple entry and exit options with appropriate certifications are introduced in this programme. This programme is intended to provide a broad learning framework within which Mass Communication, Journalism and the human capital programs respond to needs of the dynamic Media and Entertainment Industry (M & E Industry). It aims to prepare professionals with ability to meet the challenges and pursue successful careers in varied fields of Media and Entertainment Industry. This programme aims at creating understanding of the core concepts of communication, the knowledge of new communication technologies and the responsibility towards society.

Programme Objectives

- To impart students an understanding of the mass communication and to develop them into socially responsible Media Professionals, Researchers, Academicians with Global vision.
- To develop the learner into competent and efficient Media & Entertainment Industry-ready professional.
- To impart Information Communication Technologies (ICTs) skills, including Digital and Media Literacy and competencies.
- To encourage quality academic research and provide access to holistic and multidisciplinary education to the students.
- To imbibe the Culture of Research, Innovation, Entrepreneurship and Incubation.

The following are the Entry and Exit options available in this Programme:

After completion of	Students can obtain "Certificate/Diploma/Degree(Hons)/Degree(Hons) with Research" accordingly
1 year	Certificate in Mass Communication
2 years	Diploma in Mass Communication
3 years	Bachelor of Arts(Hons) in Mass Communication (3 years)
4 years	Bachelor of Arts(Hons) in Mass Communication with Research(4 years)

Career path you can choose after completion of this Programme:

- Journalist
- Producer
- TV Correspondent
- Radio Jockey
- Editor
- Photo journalist
- Event Manager
- Critic
- Public Relations Officer
- Content writer
- News Agencies
- Advertising Agencies
- NGOs
- Researcher

Master of Arts (Mass Communication) [MA(MC)]

Level - Post Graduation   Duration - 2 Year (4 Semester)   Seats - 25

Eligibility - Applicant must be graduate in any discipline from recognized University.

About the Programme

The programme provides students with an understanding of Mass Communication, its impact on human and social spheres. The curriculum provides training in basic skills in different areas of mass communication and prepares professionals to possess the ability to produce, present and disseminate information in accordance with the high standards of media organisations, NGOs and others.

Programme Objectives

- To provide a comprehensive understanding of Mass Communication and its impact on the society.

- To empower students with strong academic knowledge and professional skills to enable them to excel in their profession.

- To prepare future leaders of mass communication with creativity, insightful attitudes, language skills, morality and other necessary skills.

Career path you can choose after the programme

- Journalist
- Producer
- TV Correspondent
- Radio Jockey
- Editor
- Photo journalist
- Event Manager
- Critic
- Public Relations Officer
- Content writer
- News Agencies
- Advertising Agencies
- NGOs

Master of Science (Electronic Media) [MSc(EM)]

Level - Post Graduation   Duration - 2 Year (4 Semester)   Seats - 25

Eligibility - Graduation in any discipline from recognized university.

About the Programme

This post-graduation programme imparts theoretical and practical knowledge required for the production and operation of television, radio and online broadcast media. Through this programme, students can acquire technical and professional skills required in the electronic media industry. After completing the programme, students can pursue a career in this field as a skilled media person. Students can get jobs in creative and technical fields of television, radio and online media.

Programme Objectives

- To impart technical and operational informational regarding television and radio to students.
- To make students proficient in the operation of newsroom production and editing.
- To develop skills such as camera operation, reporting, editing, anchoring, while enhancing efficient in production, management and operation in television, radio and online medium.
- To develop electronic media professionals dedicated to journalistic values and sensitive to the society.

Career path you can choose after the programme

- Reporter, copy editor, editor for radio and television channels.
- Voice over artist, radio jockey, news anchor.
- Producers for promos, documentaries and advertising films.
- Camera person, video editor, panel and broadcast producer.
- Freelance journalist / producer, owner of own production house and innovative media startup.

Post Graduate Diploma in Rural Journalism (PGDRJ)

Level - Post Graduate Diploma   Duration - 1 Year (2 Semester)   Seats - 25

Eligibility - Applicant must be graduate in any discipline from recognized University

About the Programme

Pedagogy of the programme will be entirely field based on practicals and applications based learning and teaching . Programme will enable students to produce and present News reports , articles, videos , community radio programmes, audio clips, and reports for a creative intervention in the society.

Programme Objectives

- To develop students understanding, sensitivity and perspective on rural society so that they could report, analyze and engage in meaningful intervention to contribute towards the integral development of the rural society.

- To acquaint the student with the working of different media like Print, Electronic & New Media.

- To develop Research aptitude, attitude and research skills to understand Media and to make use of them.

- To develop writing skills needed for News papers, Magazines, Radio, T.V. and web Journalism in different formats

- To develop understanding perspective on the role , function and impact of Media in society.

Career path you can choose after the programme

- Reporters and Feature Writer, Columnists
- Political Analyst, Media Advisor and Media Educators
- Development Journalist,

- Development Communication Professional,
- Rural Health Professional,
- Rural Environment Protection Professional,

- Rural Capacity Development Professional
- Woman and Child Health Professional

Post Graduate Diploma in Computer Application (PGDCA)

Level - Post Graduate Diploma   Duration - 1 Year (2 Semester)   Seats - 40

Eligibility - Applicant must be Graduate in any discipline from recognized University

About the Programme

The broad objective of the Post Graduate Diploma in Computer Applications (PGDCA) programme is to prepare graduate students for careers in software industry. The programme's thrust is on giving the students a thorough and sound background in theoretical and application-oriented courses relevant to the latest computer software development. The programme emphasizes the application of software technology to solve mathematical, computing, communications/networking and commercial problems.

Programme Objectives

- It has been designed with the semester approach in mind. The programme are aimed at skill development in computers using various technologies.

- It prepares the student to aim for a programmer level/web developer in a software company to design and develop small business application software or lab personnel/technician in institutions or a freelancer to develop software projects.

Career paths you can choose after the programme

After Completing programme various job opportunities open automatically. A PGDCA holder becomes eligible to work both in government as well as private firms.

- Banking
- Insurance
- Health
- Aviation
- Research
- Technology

Diploma in Computer Application (DCA)

Level - Diploma   Duration - 1 Year (2 Semester)   Seats - 40

Eligibility - Passed Higher Secondary Certificate Examination (10 + 2) or equivalent examination from recognized board in any subject

About the Programme

Diploma in Computer Applications is a one-year diploma program that aims to make students study computer applications in depth in a shorter period of time.The DCA program imparts scientific, practical and technical knowledge to its learners about various computer tools that are used in day to day life.

The main objective of DCA is to provide an in depth knowledge in computers by touching the subjects like microsoft tools, operating systems, aspects of internet and other relevant topics.

Programme Objectives

- The applications and the programs taught make tasks simpler and provide ease of use to its users.

- A computer programmer or operator usually enjoys a higher demand for everything becoming technologically advanced.

- Application of this programme are used at shops for preparing a database for all the items including their serial numbers, price and quantity ratios.

- Passouts of this course are required to handle large data starting from back door operating to storing all sorts of information of an organization.

Career paths you can choose after the programme

Students can opt for a variety of career options after completing this program. A computer operator can get a job in any office setting as a receptionist or accountant. Other than that, numerous career options are open such as:

- Networking & Internetworking field
- Database Development & Administration field
- Programming - Development tools, languages
- Technical writing
- Software design & engineering

On completion of this course, some of the most popular career options for students are:

- Computer Operator
- Web Designer
- Accountant
- Software Developer
- C++ developer

KHANDWA CAMPUS

The Karmaveer Vidyapeeth Campus of the university was established in year 2000 in Khandwa. It is the Karmbhoomi of Pt. Makhanlal Chaturvedi ji, the great Indian Freedom fighter, Editor, Journalist, Author and Poet. Presently, Master of Arts in Journalism (MAJ), Bachelor of Mass Communication (BAMC) and one-year Computer Diploma courses (PGDCA and DCA) are offered at the campus. Post Graduate Diploma in Film Journalism (PGDFJ) is being start from this new academic session.

S.N.	Course	Eligibility
1	M.A.J. (Master of Journalism)	Graduate in any stream.
2	B.A.M.C. (Bachelor of Art in Mass Communication)(Honors)	12th Pass in any subjects.
3	PGDCA (Post Graduate Diploma in Computer Application)	Graduate in any stream.
4	D.C.A. (Diploma in Computer Application)	12th Pass in any subjects.
5	PGDFJ(Post Graduate Diploma in Film Journalism)	Graduate in any stream.

Sandeep Bhatt
Director,
Khandwa Campus

Manoj Nivariya
Asst. Professor

MASTER OF ARTS MA(J)

| Level - Postgraduate | Duration - 2 years (4 semesters) | Seats - 25 |

Eligibility - Applicant must be graduate in any discipline from recognized University

About the Programme

Print media has a very important role in our lives. The print media is very effective to know about national and international happenings, to analyse them and to be aware of public issues and problems. The programme focuses on various aspects of print journalism such as news writing, reporting, editing and modern media.

Programme Objectives

- To develop competent professionals with technical skills and knowledge of journalism and principles of communication.

- To promote original research work in the fields of journalism and inculcate an understanding in relevant subjects.

- To develop analytical thinking and deliberation on human values, culture, environment, science, sports and contemporary issues related to the society so that they acquire proficiency in oral and written communication.

If you are a good aspirant with the knowledge of contemporary issue and have Interest in reporting news and wish to make a career in this challenging field of news writing , this programme is for you.

Career path you can choose after the programme

- Editor, Assistant Editor, Deputy Editor
- Reporters and Correspondents, Columnists
- Political Analyst, Media Advisor and Media Educators
- Entertainment Journalist, Sports Journalist, Photo Journalist
- Copy Writer, Feature Writer and Freelancers
- Indian Information Service officers
- News Anchor, Producer and Commentator

Bachelor of Arts (Honours) (Mass Communication) BA(HONS)MC

Level - Graduation with Honours   Duration - 3+1 years (8 semesters)   Seats - 30

Eligibility -Passed Higher Secondary Certificate Examination (10+2) or equivalent examination from recognized board in any subject.

About the Programme

BA(Hons)MC programme is based on "National Education Policy (NEP) 2020". Multiple entry and exit options with appropriate certifications are introduced in this programme. This programme is intended to provide a broad learning framework within which Mass Communication, Journalism and the human capital programs respond to needs of the dynamic Media and Entertainment Industry (M & E Industry). It aims to prepare professionals with ability to meet the challenges and pursue successful careers in varied fields of Media and Entertainment Industry. This programme aims at creating understanding of the core concepts of communication, the knowledge of new communication technologies and the responsibility towards society.

Programme Objectives

- To impart students an understanding of the mass communication and to develop them into socially responsible Media Professionals, Researchers, Academicians with Global vision.
- To develop the learner into competent and efficient Media & Entertainment Industry-ready professional.
- To impart Information Communication Technologies (ICTs) skills, including Digital and Media Literacy and competencies.
- To encourage quality academic research and provide access to holistic and multidisciplinary education to the students.
- To imbibe the Culture of Research, Innovation, Entrepreneurship and Incubation.

The following are the Entry and Exit options available in this Programme:

After completion of	Students can obtain "Certificate/Diploma/Degree(Hons)/Degree(Hons) with Research" accordingly
1 year	Certificate in Mass Communication
2 years	Diploma in Mass Communication
3 years	Bachelor of Arts(Hons) in Mass Communication (3 years)
4 years	Bachelor of Arts(Hons) in Mass Communication with Research(4 years)

Career path you can choose after completion of this Programme:

- Journalist
- Producer
- TV Correspondent
- Radio Jockey

- Photo journalist
- Event Manager
- Critic
- Public Relations Officer
- Content writer

- News Agencies
- Advertising Agencies
- NGOs
- Researcher

Post Graduate Diploma in Film Journalism

Eligibility - Graduate in any stream   Seats - 20

About the Programme

Post Graduate Diploma in Film Journalism is a one year post graduate diploma program offered by the university in its Karmveer Vidyapeeth Campus, Khandwa. The curriculum of the diploma program is designed to meet the fastest growing demands of qualified professionals in film, cinema, journalism sectors of media and entertainment industries. This program aims to make students ready for the film, journalism and cinema fields. This course comprises of the core subjects like Communication and Journalism, Introduction to Cinema, Writing for Cinema, and Introduction to New Streams of Cinema: Short Movies, OTT, and also Introduction to Regional Cinema etc. Students also get exposure to Film and Movie making techniques with project in each semester and practical learning throughout the course duration.

Programme Objectives

- To introduce students with basics of Film Journalism
- To introduce students with Cinema and its various aspects including Film making and its production process.
- To introduce students with Indian Regional Cinema and its potential.
- To introduce students with writing for Cinema and creative writing.
- To guide students with new streams of Cinema i.e. short movies and OTT and also to enhance Mobile and Short movie making skills among them
- To introduce students with Film Appreciation and Ethics of Film Journalism.

If you are looking for great career opportunities in Film, Cinema, Journalism, Media and entertainment industry this unique program is exclusively for you.

Career path you can choose after the programme

- Film Journalism
- Film Making
- Creative Writing
- Advertising Industry
- Film Appreciation
- Film and TV production
- Documentary making.

Post Graduate Diploma in Computer Application (PGDCA)

Level - Post Graduate Diploma   Duration - 1 Year (2 Semester)   Seats - 40

Eligibility - Applicant must be Graduate in any discipline from recognized University

About the Programme

The broad objective of the Post Graduate Diploma in Computer Applications (PGDCA) programme is to prepare graduate students for careers in software industry. The programme's thrust is on giving the students a thorough and sound background in theoretical and application-oriented courses relevant to the latest computer software development. The programme emphasizes the application of software technology to solve mathematical, computing, communications/networking and commercial problems.

Programme Objectives

- It has been designed with the semester approach in mind. The programme are aimed at skill development in computers using various technologies.

- It prepares the student to aim for a programmer level/web developer in a software company to design and develop small business application software or lab personnel/technician in institutions or a freelancer to develop software projects.

Career paths you can choose after the programme

After Completing programme various job opportunities open automatically. A PGDCA holder becomes eligible to work both in government as well as private firms.

- Banking
- Insurance
- Health
- Aviation
- Research
- Technology

Diploma in Computer Application (DCA)

Level - Diploma   Duration - 1 Year (2 Semester)   Seats - 40

Eligibility - Passed Higher Secondary Certificate Examination (10 + 2) or equivalent examination from recognized board in any subject

About the Programme

Diploma in Computer Applications is a one-year diploma program that aims to make students study computer applications in depth in a shorter period of time. The DCA program imparts scientific, practical and technical knowledge to its learners about various computer tools that are used in day to day life.

The main objective of DCA is to provide an in depth knowledge in computers by touching the subjects like microsoft tools, operating systems, aspects of internet and other relevant topics.

Programme Objectives

- The applications and the programs taught make tasks simpler and provide ease of use to its users.
- A computer programmer or operator usually enjoys a higher demand for everything becoming technologically advanced.
- Application of this programme are used at shops for preparing a database for all the items including their serial numbers, price and quantity ratios.
- Passouts of this course are required to handle large data starting from back door operating to storing all sorts of information of an organization.

Career paths you can choose after the programme

Students can opt for a variety of career options after completing this program. A computer operator can get a job in any office setting as a receptionist or accountant. Other than that, numerous career options are open such as:

- Networking & Internetworking field
- Database Development & Administration field
- Programming - Development tools, languages
- Technical writing
- Software design & engineering

On completion of this course, some of the most popular career options for students are:

- Computer Operator
- Web Designer
- Accountant
- Software Developer
- C++ developer

DATIA CAMPUS

Datia Campus has been established to innovate and contribute in excellence of Teaching, Training and Research of Journalism and Mass Communication and Computer Application discipline to develop excellent Media professionals with Social Commitment.

The Datia Campus is envisioned as to render meaningful contribution in Education of Media and Computer application and thus has entirely an independent existence of Centre of Professional Excellence in Bundelkhand region. Datia Campus is envisaged as an independent campus to Contribute towards the all round development of aspirational youths from Bundelkhand region who dream to be groomed as Modern Professionals of Media and Computer Application streams.

Datia campus communicate the higher ideals of Professional Education .The state of the art of Datia campus lab is fully equipped with Modern amenities, facilities and ample infra structure to shape Educational Experience of students into overall transformation their capacities, Perspective and creativity who come from across the all parts of Bundelkhand region.

This campus is charged with zeal and energy to ameliorate the potential of students so that they identify a distinctive role with full developed skill sets and perspective to contribute towards a broader dream of Nation building. District administration allotted building and campus is dedicated to Media and Computer Education to ensure broader social well being and overall progress. The Campus has several plans to engage in grass root communication to initiate a new stream of Journalism and Mass Communication. During academic session 2021-22 the campus is running following programmes:-

- ✔ Master of Arts in Mass Communication MA(MC)   -   02 Years
- ✔ Bachelor of Arts (Mass Communication) BA(MC) H   -   03 Years/04 Years With Research
- ✔ Postgraduate Diploma in Computer Application (PGDCA) -   01 Year
- ✔ Diploma in Computer Application (DCA)   -   01 Year

Master of Arts (Mass Communication) MA(MC)

Level - Postgraduate   Duration - 2 Year (4 Semester)   Seats - 20

Eligibility - Applicant must be graduate in any discipline from recognized University.

About the Programme

The programme provides students with an understanding of Mass Communication, its impact on human and social spheres. The curriculum provides training in basic skills in different areas of mass communication and prepares professionals to possess the ability to produce, present and disseminate information in accordance with the high standards of media organisations, NGOs and others.

Programme Objectives

- To provide a comprehensive understanding of Mass Communication and its impact on the society.
- To empower students with strong academic knowledge and professional skills to enable them to excel in their profession.
- To prepare future leaders of mass communication with creativity, insightful attitudes, language skills, morality and other necessary skills.
- If you are passionate, creative, have good communication skills and wish to pursue a career in a variety of fields in traditional news media and publishing, advertising, public relations or web journalism, then this programme is for you.

Career path you can choose after the course:

- Journalist
- Producer
- TV Correspondent
- Radio Jockey
- Editor
- Photo Journalist
- Event Manager
- Critic
- Public Relations Officer
- Content Writer
- News Agencies
- Advertising Agencies
- NGOs

Bachelor of Arts Honours (Mass Communication) BA(MC)Hon's

Level - Graduation with Honours Duration - 3+1 Years (8 Semesters) Seats - 25

Eligibility - Passed Higher Secondary Certificate Examination (10+2) or equivalent examination from recognized board in any subject.

About the Programme

BA(Hons)MC programme is based on "National Education Policy (NEP) 2020". Multiple entry and exit options with appropriate certifications are introduced in this programme. This programme is intended to provide a broad learning framework within which Mass Communication, Journalism and the human capital programs respond to needs of the dynamic Media and Entertainment Industry (M & E Industry). It aims to prepare professionals with ability to meet the challenges and pursue successful careers in varied fields of Media and Entertainment Industry. This programme aims at creating understanding of the core concepts of communication, the knowledge of new communication technologies and the responsibility towards society.

Programme Objectives

- To impart students an understanding of the mass communication and to develop them into socially responsible Media Professionals, Researchers, Academicians with Global vision.
- To develop the learner into competent and efficient Media & Entertainment Industry- ready professional.
- To impart Information Communication Technologies (ICTs) skills, including Digital and Media Literacy and competencies.
- To encourage quality academic research and provide access to holistic and multidisciplinary education to the students.
- To imbibe the Culture of Research, Innovation, Entrepreneurship and Incubation.

The following are the Entry and Exit options available in this Programme:

After completion of	Students can obtain "Certificate/Diploma/Degree(Hons)/Degree(Hons) with Research" accordingly
1 year	Certificate in Mass Communication
2 years	Diploma in Mass Communication
3 years	Bachelor of Arts(Hons) in Mass Communication (3 years)
4 years	Bachelor of Arts(Hons) in Mass Communication with Research(4 years)

Career path you can choose after the course:

- Journalist
- Producer
- TV Correspondent
- Radio Jockey
- Editor
- Photo journalist
- Event Manager
- Critic
- Public Relations Officer
- Content writer
- News Agencies
- Advertising Agencies
- NGOs
- Researcher

Post Graduate Diploma in Computer Application (PGDCA)

Level - Post Graduate Diploma   Duration - 1 Year (2 Semester)   Seats - 15

Eligibility - Applicant must be graduate in any discipline from recognized University

About the Programme

The broad objective of the Post Graduate Diploma in Computer Applications (PGDCA) programme is to prepare graduate students for careers in software industry. The programme's thrust is on giving the students a thorough and sound background in theoretical and application-oriented courses relevant to the latest computer software development. The programme emphasizes the application of software technology to solve mathematical, computing, communications/networking and commercial problems.

Programme Objectives

- It has been designed with the semester approach in mind. The programme are aimed at skill development in computers using various technologies.

- It prepares the student to aim for a programmer level/web developer in a software company to design and develop small business application software or lab personnel/technician in institutions or a freelancer to develop software projects.

Career paths you can choose after the programme

After Completing programme various job opportunities open automatically. A PGDCA holder becomes eligible to work both in government as well as private firms.

- Banking
- Insurance
- Health
- Aviation
- Research
- Technology

Diploma in Computer Application (DCA)

Level - Diploma	Duration - 1 Year (2 Semester)	Seats - 25

Eligibility - Passed Higher Secondary Certificate Examination (10 + 2) or equivalent examination from recognized board in any subject

About the Programme

Diploma in Computer Applications is a one-year diploma program that aims to make students study computer applications in depth in a shorter period of time. The DCA program imparts scientific, practical and technical knowledge to its learners about various computer tools that are used in day to day life.

The main objective of DCA is to provide an in depth knowledge in computers by touching the subjects like microsoft tools, operating systems, aspects of internet and other relevant topics.

Programme Objectives

✔ The applications and the programs taught make tasks simpler and provide ease of use to its users.

✔ A computer programmer or operator usually enjoys a higher demand for everything becoming technologically advanced.

✔ Application of this programme are used at shops for preparing a database for all the items including their serial numbers, price and quantity ratios.

✔ Passouts of this course are required to handle large data starting from back door operating to storing all sorts of information of an organization.

Career paths you can choose after the programme

Students can opt for a variety of career options after completing this program. A computer operator can get a job in any office setting as a receptionist or accountant. Other than that, numerous career options are open such as:

✔ Networking & Internetworking field
✔ Database Development & Administration field
✔ Programming - Development tools, languages
✔ Technical writing
✔ Software design & engineering

On completion of this course, some of the most popular career options for students are:

✔ Computer Operator
✔ Web Designer
✔ Accountant
✔ Software Developer
✔ C++ developer

EVENING COURSES

As observed in the current scenario, there is lot of competition in all the fields. Communication & Media are also not left untouched in this era of competition. Today the graduates & post graduates of Communication & Media require high level specialization in certain disciplines of the related subjects to obtain better jobs and quick career advancement. Keeping in view the market & student demand, the University is running evening courses.

To apply and take admission in any of the evening course the candidate should be a graduate from any recognized University. The candidates already enrolled in Makhanlal Chaturvedi University's post graduate programmes or pursuing PG course from any other universities can also take admission in these evening courses. The classes for these evening courses commence at 5.30 p.m. The working professionals, retired persons, house wives and Army officers can also apply for these part time evening course. The evening courses for this academic session 2021-22, are as follows:

P.G. Diploma - Video Production - (PGD : VP)

Duration - 1 yr. (2 semester) **Seats** - 20

Eligibility - Graduation in any discipline from recognized University

Production of video programme is a technical as well as a creative activity. This requires understanding of visual communication as well as use of technical skills. The objective of the course is to train the youth in Lighting Techniques, Sound, Sets/Scenery, Studio & Outdoor Shooting, Non Linear Editing and Operation of digital equipments in the television programme production. Knowledge of software used in post production and non linear editing techniques is also included in the course. The pass outs can work in the field of Digital Camera Operation, Programme direction, Script Writing, Visual Communication, Post Production Work. Besides all of the above opportunities, there is a big scope of self employment.

P.G. Diploma Yogic Health Management

Duration - 1 Year (2 semester) **Seats** - 20

Eligibility - Graduation in any discipline from recognized University

The objective of the course is to impart knowledge and practical training for using yoga to manage and promote health at physical, mental, emotional, social and spiritual levels. It will also expose the students to the dynamics of spiritual communication. After completing the course, there are many opportunities in Health Centers, hospitals, yoga instruction and social services.

P.G. Diploma -EVENT MANAGEMENT (PGD: EM)

Duration - 1 Year (2 semester)   Seats - 20

Eligibility - Graduation in any discipline from recognized University

Events have been an integral part of Indian society. Today with growing population events have to be managed on a very large scale. The necessity of better facilities and innovation has given the professionals a chance to show their talent. This Post-graduate Diploma course exposes the students to get acquainted to various related subjects and sharpen their professional skills and management practices especially for events. Hence forth giving them opportunity to make their career in the area of event planning, event operations, media planning and operations, designing, production, marketing and advertising and alike.

PG Diploma in Cyber Security (PGD:CS)

Duration - 1 Year (2 semester)   Seats - 20

Eligibility - Undergraduate (or Postgraduate) degree with Computer Electronics specialization.

OR

Engineering degree (Any Branch/Discipline).

OR

Any Undergraduate degree along with Diploma in Computers from a University or Government organization.

OR

Any Undergraduate degree along with one year computer related full time work experience (in any statutory organization duly certified).

This course is designed to introduce students, working professionals and the community to the exciting field of cyber security.. Participants will gain knowledge and understanding of cyber security and its domains. It comprises of the core subjects like Fundamental of Cyber and Information Security, Ethical Hacking, Cryptography, Digital Marketing & Security, Information and Network Security, Digital Forensics and Server Hardening, OOP's using C++, Students also get exposure to advanced topics like Advanced Cryptography, Cyber Security, Cloud Data Security. Mobile Application Security. Secure Coding etc. Elective papers help students to have an exposure in Cloud Security. Mobile Security and Digital Marketing related subjects.

How to Apply For Admission?

- Only Online applications are accepted for admission. Application is valid only after receiving prescribed fees.

- For filling online application, please visit University website mcu.ac.in or directly go to mponline portal https://mcrpv.mponline.gov.in/

- Please read all instructions carefully before filling the application form.

- You can read details about the courses from the University's website mcu.ac.in

- A candidate can apply for any number of programmes. For this he/she must fill separate forms and pay the requisite fees for each programme.

- For filling online form, please click on link Apply for Admission-Session 2021-22. Fill the form for selected programme and pay the fees. If you want to fill the form for another programme of the same level, please follow the link "Click Here to Fill Separate Form If You Are Applying More Than One Course in Same Course Level" and give your previous Form number to continue. To fill application form for another campus or level you must fill a fresh application.

- Online application fee for the admission is Rs. 300/- (Rs. 50/- portal fee extra) for general and OBC candidates. For SC/ST candidates of M.P., application fee is waved off and only portal fee of Rs. 50 is payable.

- A candidate can apply for any number of programmes. For each additional programme a separate form of Rs.200/- (Rs. 50/- portal fee extra) is to be submitted. SC/ST candidates of M.P. can apply for any number of programmes with only portal fee of Rs. 50 is chargeable for each programme.

- University will not accept any unpaid application form; therefore, each applicant must ensure that he/she has summited the online fees and received the receipt.

- It is mandatory to submit Mark Sheet, Caste Certificate, and other necessary certificates to the concerned department at the time of admission along with a copy of print out received after filling up the application form and paying the fees. Therefore, the students are requested to save the printout. The printout can be taken when applying or later. To take the printout later you click the link" Pay Unpaid/View Receipt for Admission Application Form 2021-22" and enter your Form number.

Last date of filing online applications is 21st August, 2021.

- Admission to all courses will be done on the basis of merit of the applications received. Merit will be determined on the basis of Marks obtained in the qualifying examination OR in previous year's exams. For Undergraduate courses (if class XII results have not been declared till the last date of application) then the merit will be based on marks obtained in class 10th and 11th. The merit for postgraduate courses will be determined on the basis of marks obtained in the Graduate Exam OR on the basis of marks obtained in Class 12th, First Year and Second Year Marks (if the results of the undergraduate examination have not been declared till the last date of application). You can apply even if the result of the final semester of your class XII, graduate or postgraduate examination has not yet been released. But if your final exam result is released before the last date of application, you must enter the marks in your online application on the basis of your application number. [If Your Board/University provide Grades instead of marks, please refer the back of the Mark-sheet and see the formula to convert Grades into equivalent Marks]

- Courses Offered, Minimum Educational Qualification for the Course, Course Code, Duration of the Courses and the Number of seats available are as under:-

IMPORTANT INSTRUCTIONS FOR STUDENTS

- Admission to all courses will be done on the basis of merit of the applications received. Merit will be determined on the basis of Marks Obtained in the qualifying examination OR in previous year's exams. For Undergraduate courses (if class XII results have not been declared till the last date of application) the merit will be based on marks obtained in class 10th and 11th. The merit for postgraduate courses will be determined on the basis of marks obtained in the Graduate Exam OR on the basis of marks obtained in Class 12th, First Year and Second Year Marks (if the results of the undergraduate examination have not been declared till the last date of application). The selected students will be informed through the website of the University www.mcu.ac.in. So keep checking the website regularly for the latest information.

- The student must bear the responsibility for all the information provided in application form regarding educational and other essential qualification.

- It is mandatory to produce all the original documents/mark sheets with the printout of the application form at the time of admission.

- Those who have appeared for their final year of eligibility examination are also eligible to apply provided they submit proof of clearing the eligibility examination and marks obtained at the time of admission.

- Under the Government of India approved National Education Policy (NEP), 3/4-year (6/8 semesters) Honors courses of Under Graduate level have been started by the University. Its objective is to catalyze quality academic research while providing equitable access to holistic and multidisciplinary education to the students.

- NEP-based Honors courses are star marked (*) in the above list of courses offered at various campuses. Please observe carefully.

- The University reserves the right to increase or decrease the number of seats in any course or not to run any course. In such case the full fee paid by the student will be refunded.

- A limited number of accommodations are available in the hostel for the convenience of students at the new campus of the University. For hostel, a separate application has to be filled for the hostel after taking admission. The final decision regarding allotment of hostel will be taken at the time of admission.

- Due to COVID-19 situation, lock down announced by the Govt., declaration of 12th result by the respective boards or declaration of UG result by Universities and other circumstances, University may modify the dates of admission process. Such information will be published on the University website. So keep visiting the website regularly.

- After the last date of filling the admission form, first list of provisionally admitted students in respective courses, prepared on the basis of merit in the qualifying examinations, will be displayed on http://www.mcu.ac.in

- Afterwards, the provisionally admitted students have to deposit the prescribed course fees online within the given time period, otherwise their right of admission in the applied course will be forfeited.

- The University follows the reservation policy followed by the government of Madhya Pradesh for admissions in different programmes. Forty percent seats in each programme are reserved for Madhya Pradesh domicile. Seats are reserved for Scheduled Caste, Scheduled Tribe and Other Backward Category students as per the rules laid down by the government of Madhya Pradesh. EWS (EWS - Economically Weaker Sections) reservation will also be followed. Thirty percent seats in each category are reserved for female candidates. Reservation is provided to physically challenged students and applicants from Jammu & Kashmir, as per the guidelines of the government of Madhya Pradesh. Students seeking admissions under the quota concerned will have to submit essential documents at the time of admissions, otherwise their claim for the seat will not be considered. The Students will be responsible for all the documents to be enclosed with the application form for educational and other essential qualifications. The documents will be cross-checked at the time of final selection.

- Students shall comply with the provisions of the MCU Act and regulations made there under and code of

conducts/instructions to be issued time to time, by the University administration. The University reserves the right to make any change or modification in the curriculum with due notification.

- The University reserves the right to make any change in the admission schedule, to reduce or increase the number of seats or discontinue any programme, if any situation arises. The Vice- Chancellor's decision will be final and binding in all such matters. All legal disputes are subject to the jurisdiction of Bhopal Court only.

- Students must regularly visit the University website www.mcu.ac.in for any information related with admissions. They can also personally contact on the phone at 0755-2553523 (Bhopal), 9754870534 (Khandwa), 7693861752 (Rewa) or email at mcu.pravesh@gmail.com, admission@mcu.ac.in for any guidance or assistance.

- If a student wants to withdraw his/her admission before the commencement of programme, Rs. 5,000 will be deducted as processing fees and after the commencement of the programme only caution money will be refunded.
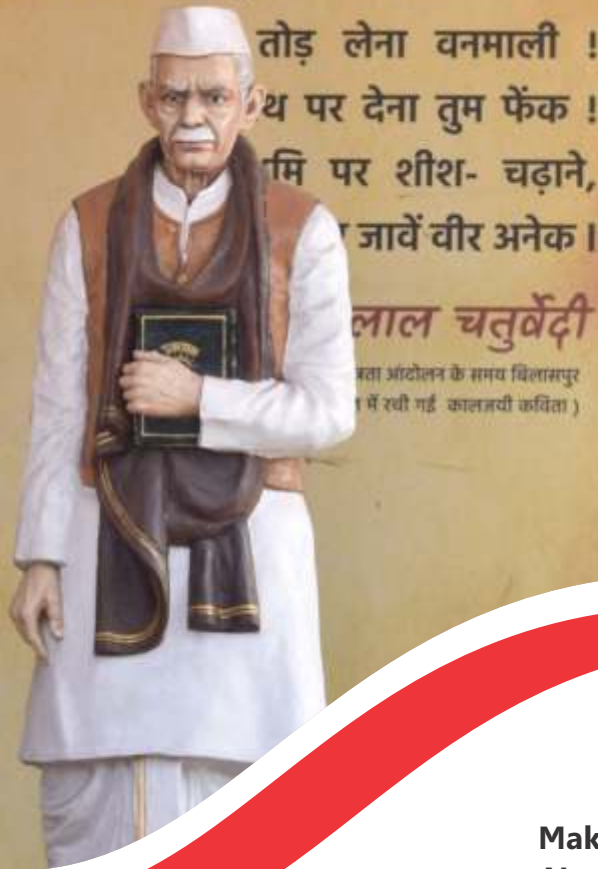
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पुष्प की अभिलाषा

चाह नहीं, मैं सुरबाला के गहनों में गूँथा जाऊँ,
चाह नहीं प्रेमी-माला में बिंध प्यारी को ललचाऊँ,
चाह नहीं सम्राटों के शव पर हे हरि डाला जाऊँ,
चाह नहीं देवों के सिर पर चढ़ूँ भाग्य पर इठलाऊँ,

तोड़ लेना वनमाली !
...थ पर देना तुम फेंक !
...मि पर शीश- चढ़ाने,
...जावें वीर अनेक ।

...लाल चतुर्वेदी

The Registrar

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