



**NSCB Memorial Govt. Degree College
Hamirpur
District Hamirpur (H.P.)**



Tel No.: 01972-222227, FAX: 01972-222227, e-Mail: gchamirpur-hp@nic.in

1	Name of the Department	JMC	
2	Year of Establishment	2009	
3	Names of Programmes/courses offered	3-year undergraduate Programme BJMC	
4	Annual/Semester/CBCS (programme wise)	Annual	
5	Number of teaching posts	Posts	Filled
		Assistant Professor	01
6	Student-Teacher Ratio	80:1	
7	Students Projects:	Yes	

Program Outcomes:

1. To develop the communication skills, theoretical and practical knowledge among the students in Print, Electronic and New media.
2. The J& MC dept. committed to providing under graduate students with a quality education in the communication and Journalism disciplines that is current, relevant, practical and personal. The department's goals include enabling students who graduate to be able to compete successfully for positions at graduate schools nationwide. Another departmental goal is that students who graduate in communication will be prepared for entry level position as professionals within communication related fields. Students who graduate in journalism will be prepared for entry level positions as professionals within journalism and related fields.

Program Specific Outcomes:

1. Students would be able to relate to the emerging trends in the fields of journalism.
2. Students would be able to analyze the various aspects of journalism with objectivity.
3. Students would be able to identify access and analyze the ideological issues related to journalism.
4. Students would be able to write a variety of mass media products, include news, stories, press releases and advertising copy, following accepted journalistic standards including associated press style. Students will be able to create and design emerging media products, including blogs and social media.

Faculty

Saurabh Sood	
Qualification Designation	Experience(Yrs)
AssistantProfessor (MMC, M.Phil)	14 years (Teaching) 9 years (Media Industry)

Course Outcomes

S.No.	Course Name & Course Code	Course Type	Course Outcome
First Year			
1.	Principle of Communication BJMCPAC101	Core	To increase student's knowledge and understanding of the Communication.
2.	Introduction to Radio and TV BJMCPAC102	Core	Students would be able to know about use of electronic media and also what are the advantages and disadvantages of both the media.
Second Year			
3.	Advertising and Public Relations BJMCPAC201	Core	To understand the students to know about Advertising industry and Public Relation.
4.	New Media Communication BJMCPAC202	Core	New media is latest part of media. Now days it is very important to know about new media. Students would be able to emerging technologies in new media.

5.	Reporting ,Editing and Feature Writing BJMCPAC203P	SEC	Students would be known about news, Reporting and how to write Press Releases etc.
6.	Skills for new media BJMCPAC204P	SEC	Students would be able to know how to use new media in practice. How to us blogs for Journalistic purposes.
Third Year			
7.	Community and Traditional Media BJMCPAD301	DSE	Community plays very important role to our life. Students would be able to know how community and traditional media related to each other.
8.	Introduction to Photojournalism BJMCPAD302P	DSE	Photography is very important field of Journalism. The goal of this paper is to tell about importance of Photography and how students make their carrier in this field.
9.	Communication Skills BJMCPAS303P	SEC	Communication is very important part of our life. Our communication skills show our whole personality. In this course students would be able to know the comm. skills and other skills to make our personality smart.
10.	Film Appreciation Slills BJMCPAS304	SEC	Films are the mirror of society. students would be able to know about films from silent era to present scenario.
11.	Media and Culture BJMCPAGE301	GE	How media influence our culture and relationship between about media and culture is a part of this paper.
12.	Introduction to Visual Communication BJMCPAGE302	GE	What is the power of visuals and how to use visuals in communication.