

Programme Brochure

Journalism, Media & Communication

B.A. & M.A. (Journalism & Mass Communication)



Vision

To Co-Create Human, Intellectual & Socio-Economic Capital par Excellence, for the Nation & for the Globe.

Mission

To emerge as a Global Knowledge Enterprise in the Asia Pacific Region.

Values

Collaborative Approach	Sustainable Growth
Innovative Outlook	Embrace Diversity
Pursue Excellence	Global Mindset

Advantage

ROBUST ACADEMIC FRAMEWORK

- Choice Based Credit System (CBCS)
- Outcome Based Education (OBE)
- Employability Enhancement Inputs
- Innovative Pedagogy and Assessment

VIBRANT LEARNING ECO-SYSTEM

- Interdisciplinary Approach
- Experiential & Blended Learning
- Industry Projects
- Concurrent Evaluation

GLOBAL APPROACH TO EDUCATION

- MoUs with Foreign Universities
- International Projects and Assignments
- Inculcating global mindset in Students
- Global Internships and Placements

EXPOSURE

- Conferences and Summits
- Shadowing Professionals
- Online Courses and Webinars
- Research Assignments
- Career Counselling
- Domain Seminars
- Guest Lectures
- Well equipped Labs

PRACTICE

- Hands-on Workshops
- Industry Assignments
- Incubation Support
- Competitions
- Internships
- Freelancing
- Live Projects
- Collaborative Initiatives

INSIGHTS

- Psychometric Profiling
- Mentoring by Faculty Team
- Industry Advisory Boards
- Clubs and Forums
- Employability Enhancement Programme
- Interviews of Industry Professionals
- Study Tours to Workplaces
- Mentoring by Industry Professionals



PROGRAMMES

B.A. (Journalism & Mass Communication)

Duration : 3 Years – 6 Semesters – Full Time.

Eligibility : Class 12 from any recognized Board or equivalent.

Programme Focus

Opportunity to take up career in journalism, television, radio, advertising, public relations, event management, e-learning and other professional aspects of mass communication.

Careers

News Reporter | News Editor | Print & Broadcast Journalists | TV Anchor and News Reader | Corporate Communications Executive | Scriptwriter | Public Relations Executive | Advertising Copywriters | Client Service Executive | Content Writer and Ad Film Director | TV Director (Fiction and Non Fiction)

Highlights

Holistic knowledge of Media, Journalism and functional technologies | Exposure to global media aspects of communication | Experience through tailor made media communication solutions | Understanding of mass media dynamics along with journalism, advertising, public relations, and media management | Programme integrated industrial training.

M.A. (Journalism & Mass Communication)

Duration : 2 Years – 4 Semesters – Full Time.

Eligibility : Bachelor's Degree from any recognized University or equivalent.



Vishwakarma University in collaboration with "Unity", World's leading Cross Platform Real-Time Engine, is setting up Centre of Excellence in Immersive Technologies (Augmented Reality, Virtual Reality, and Mixed Reality) & Tools, at Vishwakarma University Campus to make students industry ready.

This unique centre proposes to offer an interactive design and development experience (2D / 3D) in varied domains viz. engineering, art and design, architecture, film-making, entertainment, psychology, management, travel and tourism through simulations and visualizations.



VISHWAKARMA
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Maximising Human Potential

Vishwakarma University, Pune

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