

**JAIN UNIVERSITY**

Declared as Deemed-to-be University urs 3 of the UGC Act, 1956

# **BACHELOR OF ARTS (B.A.)**

**JOURNALISM, OPTIONAL ENGLISH, PSYCHOLOGY**

[www.jainuniversity.ac.in](http://www.jainuniversity.ac.in)

## **PROGRAMME OBJECTIVE**

The objective of Bachelor of Arts is to strengthen the critical and creative thinking of the learners by offering a broad range of social, political, historical and professional courses of study. These 3 year programme provides students with a broad, flexible education that allows them to develop, understand, and disseminate knowledge, to think critically and to build on these abilities.

### **Programme Name**

**Bachelor of Arts**

### **Programme Code**

**001**

### **Course Name**

Bachelor of Arts in **Journalism, Optional English, Psychology**

### **Course Code**

**103**

### **Duration of the Programme**

**3 years, 6 semesters**

### **Total Credits**

**168**

### **Eligibility**

The minimum qualification required to apply is a pass in the 10+2 examination in Science/ Commerce/ Arts from PUC / ISC / CBSE or equivalent board.

### **Medium of Instruction / Examination**

**English**

### **Study Campus**

**School of Graduate Studies**

**J C Road, Bangalore – 560 027**

### **Programme Timings**

**8.30 am – 4.00 pm (Mon – Fri) & 8.30 am – 2.30 pm (Sat)**

### Course Advisor

**Dr. Mythili P Rao**

+91 98801 45514

**Prof. Venugopal Rao**

+91 96201 51477

### Programme Features

Students have a choice of graduating with a [Single degree](#) or a [Dual degree](#)

Students opting for [Dual degree programme](#) can enroll into [the 5<sup>th</sup> sem MA or MSc \(Psychology\)](#)

Students benefit from [interdisciplinary design](#) of the curriculum

The curriculum enables students to [enhance their](#):

- Active learning competence
- Communication skills
- Critical thinking
- Leadership & creativity
- Sense of responsibility & commitment

### Examinations & Assessments

1. Internal tests
2. Assignments
3. Seminar presentation
4. Class tests
5. Preparatory theory and Practical examination
6. End term theory and Practical examination

### Value Added Courses

The objective of Jain University is to provide integrated coaching to students that adds value to students' profile and can make them more employable. These value added courses are designed as per current industry standards in partnership with other institutions. Currently 3 courses are offered in Bachelor of Arts Programme.

1. Diploma in Film Studies
2. Certificate Programme in Foreign Languages: French / German
3. Certificate Programme in HR & Counselling Skills

## COURSE OVERVIEW

**Journalism** is an exciting occupation that allows you to meet many different kinds of people and to travel. The basis of journalism is information - discovering, collecting, assembling, analyzing and presenting information. To do this effectively, journalists require highly developed skills in language, a good understanding of the media, an interest in current affairs and a broad general knowledge

**Language** is power. We use language for the whole range of activities that make us human, from passion to politics; we negotiate through language in every waking moment of our lives. Literature is language at its most effective.

English at Jain University is designed to fulfill three main aims: opening up the vast and delightful range of literatures written in English; providing a grasp of the concepts and techniques for analyzing texts; and improving communication skills of every kind.

By taking English you will find your perceptions sharpened, your understanding deepened and your enjoyment enhanced - for life. Above all, you will equip yourself for a career in almost any sector of society.

**Psychology** is the science of behaviour. Psychologists study the way humans (and other animals) interact with the world and each other. For example, Psychology examines how our abilities change with age, and what might underlie abnormal behaviour. It investigates how we process and store information using our senses and memory, and how our experiences shape our behaviour.,

## CAREER OPPORTUNITIES

### Journalism

#### Employment Settings

Television companies  
Radio stations  
Online/print publishers  
Newspapers/magazines/professional organizations  
Advertising agencies  
Central, state, & local governments  
Businesses & trade associations  
Colleges, universities & schools  
Non-profit & special interest groups  
Public relations & advertising firms

#### Sample Occupations

Freelance Writer  
Editor  
Print or Online News Reporter  
Web Designer  
Broadcast Reporter  
Photojournalist  
Publicist  
Producer  
Anchor  
Technical Writer  
Media Relations Coordinator

### English

#### Employment Settings

Colleges and universities  
Forensic labs and hospitals  
Government and non-profit agencies  
Libraries and historical societies  
Corporations or consulting firms  
Public and private research groups

### **Sample Occupations**

Associate Editor  
Writer/Editor/Reporter/Journalist  
Technical Writer/Editor  
Public Information Specialist  
Human Resources  
Sports Writer  
Advertising Writer  
Insurance Underwriter  
Leadership Consultant  
Grant Writer  
Paralegal  
Researcher  
Lecturer

### **Psychology**

#### **Employment Settings**

Colleges and universities  
Hospitals and human service organizations  
Non-profit organizations  
Advertising firms  
Private practice  
Secondary schools  
Military

#### **Sample Occupations**

Clinical Psychologist  
School Psychologist  
Health Care Administrator  
Rehabilitation Counselor  
Caseworker  
Counselor  
Psychiatrist  
Researcher  
Advocate