

**JAIN UNIVERSITY**

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

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

**PSYCHOLOGY, ECONOMICS, JOURNALISM**

[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 **Psychology, Economics, Journalism**

### **Course Code**

**109**

### **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

**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.

**Economics** is about choice and is at the heart of all decision-making. Governments, businesses and individuals are all faced with making choices in situations where resources are scarce. As a result, Economics is applicable in a wide range of fields, including business, finance, administration, law, local and national government and, indeed, most aspects of everyday life. One of the strengths of Economics is that it provides a logical way of looking at a variety of issues. It is not just a subject - it is a way of thinking.

In studying Economics you will examine topics of obvious importance to human well-being, for example unemployment, economic growth, inflation, poverty, the distribution of income, and resource allocation in areas such as education, health, business and the environment.

**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

## CAREER OPPORTUNITIES

### 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

### Economics

#### 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

Economists  
Researcher  
Business Analysts  
Economic analyst  
Assistant Professor

### 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