



**Jagannath
University**
Jaipur | Rajasthan



Jagan Nath University

Centre for Distance and Online Education (CDOE)



JOURNEY TO

Excellence

INFORMATION BROUCHER

Recognition and Accreditation

NAAC Grade 'A' Accredited
Approved by UGC under the UGC Act 1956
Accredited by Indian Council of Agricultural Research (ICAR)
Member, Association of Indian Universities (AIU)
National Council for Teacher Education (NCTE)
Council of Architecture (CoA) • Bar Council of India (BCI)
Pharmacy Council of India (PCI)



VISION

To develop the University as a Centre of Excellence for higher education and research committed towards quality education, skill development, industry integration and holistic eco-system for global competencies among youth and sustainable development of the Nation.



The direction in which education starts a man will determine his future in life. - Plato

MISSION

The University aspires to achieve its vision by:

- Innovative, job-oriented and professional academic programs for capacity building in view of the emerging trends of the economy.
- Enable students equipped with knowledge and competence to perform successfully in modern organizations in India and abroad.
- Training students in generic and life skills in addition to core discipline subjects to enhance employability in job market and for entrepreneurship.
- Engaging students and faculty in research, extension services, consultancy, community development projects, curricular and extra-curricular activities for holistic education.
Promoting use of digital technologies and self-learning resources like MOOCs, Coursera, Virtual Labs, Online Resources, Self-Learning, etc. for enriching information and knowledge.
- Inculcating a culture of excellence among students and faculty.
Developing a sense of ownership and pride among employees to achieve organizational targets as well as their personal goals.
- Developing curriculum, training and internship programs to enhance global competencies of absolvents.
Blending skill, entrepreneurship and capacity building for sustainable development coherent with environmental and economic sustainability.





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- Prof. H.L. Verma
President (Vice Chancellor)

It is a matter of great satisfaction to be the part of Jagannath University, Jaipur, as its President (Vice Chancellor), which is a fast growing institution committed to achieve excellence with focus on promoting employability among students. While taking a number of initiatives towards up-gradation of the academic system as per the requirements of the new economy and recommendations of NEP-2020, the University has made landmark achievements as NAAC 'A' Grade Accredited institution and ICAR Accreditation for B.Sc. (Hons.) Agriculture program for five years.

The University is offering UG and PG programs in various disciplines of Engineering and Technology, Information Technology, Management and Commerce, Law, Agriculture, Paramedical and Allied Health Sciences, Physiotherapy, Pharmacy, Education, Social Sciences and Vocational Studies. All the programs follow Choice Based Credit System (CBCS), outcome based education, multidisciplinary approach and other features of National Education Policy-2020. Use of blended mode for curriculum delivery, robust infrastructure facilities, library resources, research and outreach programs, student centric environment and value based governance help achieve the learning goals effectively and efficiently.

Friends, university education is more than academics. Choosing a University is one of the important decisions in one's life. Education is not only for professional career, but also for development of life skills and good citizenship. Education is for life. Our motto is to develop this University as an institution of excellence with focus in various disciplines through regular and distance mode.

We are proud to be the part of JIMS (Delhi), which has legacy of 30 years of excellence in professional education having presence in the States of Delhi, Rajasthan, U.P. and Haryana. We ensure that this reputation of our Group will strengthen further by promoting academics that lead to producing young professionals for the modern economy.

We welcome our students in various programs with the assurance that it is going to be a highly rewarding experience of their academic career at this University.

Prof. H.L. Verma



Director
Prof. Shweta Bhatia

Welcome to the Centre for Distance and Online Education (CDOE) at Jagannath University!

Global boundaries are vanishing, merging people of diverse cultures, nationalities and age groups. Education is emerging as the most powerful platform in the 'boundary less' world. Distance and Online Education opens new dimensions of opportunities for students to obtain higher education without the constraint of location and time. Center for Distance and Online Education Jagannath University, offers a chance to enhance your career and life through the quality education.

The Distance and Online Education is a very good vehicle for motivated people who wish to enhance their qualification and skill or who wish to re-enter the work force or the education system after a break. The system is providing a great opportunity to the students from lower income group, employed work force, house wives, dropouts and working professionals who could not complete their education for several family, and geographic constraints and now willing to enhance their qualifications.

The university provides opportunities to do add-on courses while pursuing a regular degree or diploma and enhance skills and qualifications simultaneously to build capabilities for meaningful employment.

Here, I feel proud to announce that the university is committed to hold examination on time twice a year on scheduled dates in December and June and declare results on time and The Center for Distance and Online Education, Jagannath university has its independent web site for the convenience of students.

Centre for Distance and Online Education, Jagannath University is now a mark of quality education. I welcome each one of you to our 'Global campus' where latest technology, innovative teaching methodologies and quality education are blended together to create unique learning experiences.

The University

Established in 2008 by an Act of Rajasthan State Legislature (Act No. 19 of 2008)

NAAC Accredited Grade "A"

Approved by the UGC under the UGC Act, 1956

ICAR Accreditation for B.Sc. (Hons.) Agriculture Programs

Member, Association of Indian Universities (AIU)

Approval of NCTE, CoA, BCI and PCI for respective Councils Programs

Jagan Nath University, Jaipur has been established to cater to the growing needs of higher education in the country. One of the primary objectives of the University is to produce trained manpower to accelerate sustainable economic growth in a highly competitive global environment. The aim is to impart quality education through the latest curriculum, improved teaching methodology, recruitment of the best talent as faculty, development of excellent infrastructure, industry interactions and having a research Integration in all areas of studies.

To face the challenges of the globalization and liberalization in the field of higher education, the University has endowed its faculty and students with modern technologies, skills and attitudes so as to make them competent for the challenges and to enhance the quality of teaching-learning process to contribute constantly towards the academic standards. The University upholds the credo of discipline, dedication, devotion and determination with passion, patience, positive outlook and above all faith amongst the students. It is true that conducive environment with updated technological inputs and the latest information helps not only provide quality education but also provide human touch and dedication to the cause of the nation and the society. The fully Wi-Fi enabled University campus has well planned modern infrastructure and residential complex for faculty and staff.

Education is the most powerful weapon which you can use to change the world.

— Nelson Mandela



Why Jagannath University ?

NAAC Grade 'A' Accredited

**Outcome based Curriculum
(COs, PSOs and POs defined)**

**Choice Based Credit System
(CBCS)**

**Flexible System with
Multiple Entry/Exit Provisions**

**Member UIN Academic
Impact (UNAI)**

**Industry Integrated
Programmes**

**Add-on Courses for
enhanced Employability**

Cost Effective Programmes

**Entrepreneurship &
Start-Up Mentoring**

**Programme available through
online/ODL Mode**

**Duly recognized programmes
from DEB**

**Strong and Supportive
Alumni Network**

**Digital library with
online Databases and
Learning Resources**

**Comprehensive Curriculum
framework as per NEP 2020**

Distance and Online Education

Distance and Online Education is an educational process and system in which all or a significant proportion of the teaching is carried out by someone at a distance from the learner. Distance Learning is very beneficial for candidates who wish to pursue their higher studies but do not have the time to do so. Students can pursue their studies by not attending regular classes in the campus. Thus the motto of Distance learning program of the University is to overcome the socio-economic and geographical bindings in getting higher education and to continue learning by people who stay at remote places or already employed, housewives etc. An On-Line Education is delivered entirely through an online platform. This means that students can attend classes, participate in discussions forum, and complete assignments from anywhere with an internet connection, without having to be physically present in a classroom

Distance and Online Education has opened the gates of “**Learning Anytime Anywhere**”

The University has evolved a **comprehensive academic system** which incorporates almost all the latest guidelines of NEP-2020 including CBCS, outcome based assessments, skill development, industry partnerships, holistic ecosystem, research, extension activities with focus on promoting quality higher education and employability among students. All the under graduate programmes are running under modular form i.e; multiple entry & exit as follows to ease the process:

- A certificate after completing one year in a discipline or field including vocational and professional areas;
- A diploma after two years of study
- A Bachelor's degree after a three-year programme.
- The four- year multidisciplinary Bachelor's programme, however, is the preferred option since it allows the opportunity to experience the full range of holistic and multidisciplinary education in addition to a focus on major and minor subjects as per the student's preference. The four-year programme shall also lead to a degree with Honors/Research, if the student completes a rigorous research project in the major area(s) of study as specified by the University.

The objective of Distance and Online Education is to:

- To provide high quality, value based career-oriented education to students and working professionals.
- To facilitate students in understanding, developing integration and applying both core and specialized concepts and practices.
- To provide students with a stimulating and learning-friendly atmosphere so that they can utilize their intellectual capacities to specialize in various areas of study.
- To produce energetic, effective efficient and ethically driven graduate and postgraduates to serve society.

The Centre for Distance and Online Education, Jagan Nath University, uses this as an alternative to regular courses in order to make the course materials accessible to large number of students countrywide. Distance and Online Learning courses are delivered primarily via the internet and offer new teaching methodologies specially designed course materials by the specialists from various universities and industries and tailored means of delivery. Where appropriate videoconferencing sessions are organized to simulate an academic environment. The greatest advantage of CDOE as a study methodology is that its reach is not confined by such constraints as geographical location & time. Thus, any registered student, anywhere in the country, can benefit from Jagan Nath University's distance and online education program at a time and place convenient to him.



Centre for Distance and Online Education

(Approved by Distance Education Bureau and the Joint Committee of UGC-AICTE-DEB)

The Centre for Distance and Online Education, Jagan Nath University has been established and approved by Distance Education Council in the year 2010. The School is well equipped with computer and other infrastructure, adequate teaching faculty and administrative set-up of its own, computer training centres, etc to serve its students clientele in their best interest at their door steps.

The Distance and Online Education programs of Jagan Nath University has:

- Sector-specific and job-oriented.
- Modern up-to-date curriculum
- Lateral entry for diploma holders in the related degree programmes.
- Effective Personal Contact Programme.
- Adequate virtual training for skill based courses.
- Examination conducted twice in a year.

Design and Structure of the Program

Distance & On-Line education simply means imparting education from a distance wherein the teacher and the student are physically separated. In terms of design and structure the common



features of Bachelors and Masters degree programs as mentioned:

✍️ Instruction Methodology

The medium of instruction is English. The methodology includes:

- Internet-supported Audio/Video course ware.
- Virtual classrooms through on-line teaching & training.
- Videoconferencing through VSAT.
- Audiovisual of multimedia products.
- CD/DVDs versions of distance learning course wares.

✍️ Comprehensive Course Content

Comprehensive course ware will be supplied to all the candidates. Each book is divided into units. Each unit is written in self-instructional style and consists of introduction, objectives. **Structures of units main contents self test activities** and suggested reading. In addition students will be encouraged to refer recommended books, E-learnig materials wherever necessary.



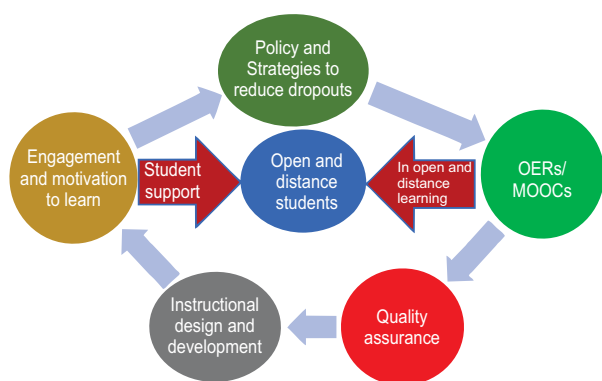
✍️ Assignments

Assignments are an integral component of distance & On-Line education. The assignments are uploaded on to the website during each session to be submitted by the students. Assignments serve the purpose of evaluation of the student's performance. Local Counselors who also provide feedback on a student's performance evaluate these assignments.

Learning Management System (LMS)

LMS Platform has been built to help learners reach their potential in their chosen program. It is a secure, reliable and user friendly learning experience tool that works consistently on Web and Mobile devices.

It is simple interface make site a easy for instructors to design courses, create content and grade assignments. It provides a great mobile experience due to the responsive design which is paired with purpose-built native apps. It provides seamless accessibility to ensure all tools are standards-compliant and easy for students to navigate using assistive technologies. It provides 24 X 7 learning experience to facilitate learning as per the pace chosen by learners. Digital portfolio functionality allows students to document and share their learning journey more effective.



✍️ Academic Support

Counseling is an important activity in distance & On-Line education and is entirely different from usual classroom teaching. Counselors answer questions during counseling sessions besides clarifying doubts of students and helping them to overcome difficulties they face while going through the study material. These counseling sessions also offers students an opportunity to interact with their peers.

✍️ Practical Training

Depending upon the structure of the subject a required amount of practical training is imparted to the students at the learning centres. Practical training is necessary in order to understand the real & practical aspects/ implications of that particular subject.

✍️ Teaching Methodology

The University follows a unique pedagogy for the courses offered through distance mode. So that students can learn with latitude and empathy: The pedagogy has emphasis on:

- Clear conceptual understanding of subject through contact classes
- Reinforcement of learned concepts through case studies and audio-visual aids.
- Wide range of human skills and techniques for creative thinking & decision making.
- Practice through assignment and projects.
- Communication skills leadership & Teamwork skills gained through various group activities.
- Application by real life training.

"Believe in the best.... Have a goal for the best, never be satisfied with less than your best, try your best and in the long run things will turn out for the best."

-Henry Ford

Details of Administrative & Academic Staff for Centre for Distance and Online Education

S.No.	Name	Designation	Highest Qualification	Experience (In Years)
1.	Dr. Shweta Bhatia	Director	Ph.D	16 Years
2.	Dr. Renu Bagoria	Deputy Director & Program Coordinator-BCA	Ph.D	14 Years
3.	Mr. Vijay Mohan Shrimal	Assistant Director & Program Coordinator-MCA	M.Tech	15 Years
4.	Prof. Vaishali Sharma	Program Coordinator-MBA	Ph.D	21 Years
5.	Dr. Shilpi Khandelwal	Program Coordinator-BBA	Ph.D	19 Years
6.	Dr. Deepika Taparia	Program Coordinator-B.Com	Ph.D	9 Years
7.	Dr. Ankush Sharma	Program Coordinator-BA	Ph.D	11 Years
8.	Dr. Shipra Dua Piplani	Program Coordinator-MA(JMC)	Ph.D	10 Years
9.	Dr. Radhika Mehta	Program Coordinator-BA(JMC)	Ph.D	13 Years

Bachelor of Business Administration

BBA*

* = Multiple Entry/Exit & Choice Based Credit System

Overview

The study of Business Administration has reached enormous height amongst the present generation as it helps the students for their all-round development by providing them specific knowledge in the field of Finance, Accounting, Marketing, Management, Technology, or any other area of business. In recent years, the BBA programme is developed in order to reach the high expectations of the companies that are involved in both, management of the business as well as Entrepreneurship. This is where this bachelor's degree has the relevance for the youth to plan their career in business and entrepreneurship. B.B.A. (Hons.) is a 4 years undergraduate program with multiple entry and exit provisions and multidisciplinary approach as per the recommendations of NEP-2020. A student will have the option to take exit after 3 years with BBA (Pass) degree. The program is offered to promote education to millions of students in accordance with the demands of the contemporary environment.

Program Highlights

- Well structured lectures with practical approach
- Provide exposure to students to a variety of "core subjects"
- The programme develops the student's practical managerial skills, communications skills and business decision-making capability.
- The programme develops the students' practical managerial skills, communication skills and business decision making capability.
- Incorporate training and practical experience, in the form of cases, projects and presentations Industry interaction through internship programme, industrial visits, working projects and interaction with experts from the industry.
- Personality enhancement modules focusing on communication skills, time management etc.

Program Commitment

- Industry Integrated curriculum designed leading to high employability factor
- Highly experienced academicians as faculty member
- Renowned Resource Persons from corporate, government



sector and research organizations.

- Educational Tour & Internships
- Assured Placement Assistance
- Academic & Industry Partners for Academic & Skill Excellence
- Merit, Need and Sports based Scholarships

Career Opportunities

- Executives and Brand Representatives in various disciplines of Marketing, Retailing, Banking & Insurance, Sales, HR, Finance, IT and International Business
- Customer Care Executive in IT enabled Services/ BPOs, MNC Banks, Telecommunication Services, Fairs, etc.
- Event Management Executives in Educational Institutions, Entertainment Industry and Business Fairs.
- Executives in HR Placement Consultancy Firms
- Opportunities in NGOs and Public Sector Banks
- Executive Housekeepers in hotels
- Front Office Managers
- Convention Services Managers
- Higher Studies
- Self Employment

Eligibility

The candidate must have successfully completed 10+2 with minimum 40% marks from any recognised Board.

Program Duration

3/4 Years Program (as per NEP 2020)

Program Curriculum & Fee Structure

Please visit www.sdlju.org

Bachelor of Commerce

B.Com*

* = Multiple Entry/Exit & Choice Based Credit System

Overview

B.Com is a 4 years undergraduate program with multiple entry and exit provisions and multidisciplinary approach as per the recommendations of NEP-2020. A student will have the option to take exit after 3 years with B.Com (Pass) degree. The program is offered to promote education to millions of students in accordance with the demands of the contemporary environment with an updated syllabus covering accounting, financial systems, taxes, business management and various other aspects. The program is offered in semester mode as per CBCS framework and the course structure for the program includes Ability Enhancement Compulsory Courses (AECC), Core Courses, Multidisciplinary Courses, Skill Enhancement Courses (SEC) and Value-Added Courses (VAC).

Program Highlights

Give hands-on experience to students i.e. Organizing events, Group activities, Team work, Creativity, Conducting market research.

Renowned Resource Persons from corporate, Government sector and research organizations.

Academic and Industry partners for academic and skill excellence.

Merit and need based scholarships.

Entrepreneurship Cell for Entrepreneurial Workshops & Visits.

Enabling students towards Social Responsibility.

Highly experienced faculty from Academia/Industry.

Field Exposure Project (FEP)

Specialized Add on Courses

Project Based Group Learning

Strong Mentor Mentee System

Program Duration

3/4 Years Program (as per NEP 2020).

Program Eligibility

The candidate must have successfully completed 10+2 with 40% marks (Any Stream) from any recognized Board.

Career Opportunities

B.Com. graduates are trained in a variety of skills and hence can take up career opportunities in a number of areas in the private as well as government sector. Given below are some common areas of employment after Degree:

- Join Public Services (UPSC)
- Become a Product Manager
- Become Finance Manager.
- Become Business Administration Researcher.
- Become Human Resource Manager.
- Become Research and Development Manager.
- Become Business Consultant.
- Government Jobs – SSC, Bank PO or Indian Railways
- Start-Up / Become Entrepreneurship

Program Curriculum & Fee Structure

Please visit www.sdlju.org



Bachelor of Computer Applications

BCA*

* = Multiple Entry/Exit & Choice Based Credit System



Overview

Bachelor of Computer Application (BCA) is one of the popular courses among the students who want to make their career in the IT (Information Technology) field. With the rapid growth of IT industry in India, the demand of computer professionals is increasing day by day, which has created a lot of opportunities for the computer graduates. The Department aims to impart high quality training to student using the latest in computer technology. In order to upkeep the high standard of education, the department regularly updates the academic syllabus so that the students remain well-trained to deal with the constant changes in the field of Information Technology. BCA (Hons.) is a 4 years undergraduate program with multiple entry and exit provisions and multidisciplinary approach as per the recommendations of NEP-2020. A student will have the option to take exit after 3 years with BCA (Pass) degree Students who takes up BCA course, acquires extensive training in the essentials of Information Technology as well as knowledge on various programming subjects like C, C++, Python, Java and Dot Net Technologies and Latest technologies like AI/ML, cloud computing and Data Science.

Program Highlights

- Regular Industrial Training & Live Projects for skill enhancement.
- Well Equipped Computer Laboratories.
- Experienced faculty members & well defined teaching-learning process.
- Each semester is equipped with value added courses which covers current industry requirements like Digital Marketing, Business Graphics Design, Cloud Services, Internet of Things, Cyber Security and Data Science and provide various other career opportunities.

- Personality development and Soft Skills classes.
- Mock Interview Sessions & Placement Assistance.
- Regular Industrial Training & Live Projects for skill enhancement

Program Eligibility

The candidate must have successfully completed 10+2 with 40% marks in any discipline.

Program Duration

3/4 Years Program (as per NEP 2020)

Career Opportunities

The course provides plenty of opportunities in field of software industry. A BCA degree holder can seek jobs in product-based as well as service-based companies. These jobs can be: -

- Software Development
- Software Engineering
- Database Administration
- Systems Analysts
- Programmers
- Software Tester
- Database Programming
- Web Development
- Systems Administration
- Network Administration
- Information Technology

Program Curriculum & Fee Structure

Please visit www.sdlju.in

Bachelor of Arts (Journalism & Mass Communication)

BA(JMC)*

* = Multiple Entry/Exit & Choice Based Credit System

Overview

University Grants Commission (UGC) has launched a scheme on skills development based higher education as part of college/university education, leading to Bachelors of Arts-Journalism & Mass Communication degree with multiple exits such as Certificate Diploma/Advanced Diploma under NSQF. This would enable the graduates completing BAJMC degree to make a meaningful participation in accelerating India's economy by gaining appropriate employment, becoming entrepreneurs and creating appropriate knowledge.

Jagan Nath University has a strong commitment to high quality teaching and research for comprehensive management education to enhance the professional competence of the students having in depth knowledge and innovative approach. The University offers Bachelor of Arts -Journalism & Mass Communication to the eligible students who are interested in pursuing career in journalism and mass communication. This programme has been so designed that it provides practical knowledge along with academics to the students so that they develop skills in the fields of audio visual operation, broadcasting, Print Media, Public Relations & advertising. Special attention is given to divide the programme into academics, practicals and internship to shape the holistic personality of the student in the media profession.

Program Highlights

The Bachelors of Arts in Journalism & Mass Communication includes pedagogical components for enhanced learning in the field of mass communication :

- Language courses (English)
- General Education Components
- Skill Components
- Project
- Internship
- Soft Skills and Personality Development Programs
- Media labs
- Well-structured lectures with practical approach and latest technological tools.
- Focus on communication skills, creativity and concepts.
- Emphasis on operational knowledge of Camera, TV, Broadcasting and production equipment.
- Focus on enhancing problem-solving, interviewing, and reporting skills, in addition to an analytical approach to issues and trends, research aptitude, and networking skills.
- Academic and practical work in Advertising and Public Relations with special emphasis on exhibitions and events.
- Operational knowledge of Social Media, Cyber Journalism and E-Journalism.
- Visits to media related places for practical knowledge.

Program Duration

3/4 Years Program (as per NEP 2020)

Program Eligibility

10+2 with 40% marks in any discipline

Career Opportunity

Print Media

Journalist|Commercial Executive|Production in Charge |Content & Concept Writer|Marketing Executive in Newspapers & Magazines| Reporters|Editors and Commercial Executives

Broadcast Media

Radio Jockey|Technical Assistant|Programme producer| News Reader|Script Writer Content Writer|Editor|Reporters and Researchers.

Audio Visual Media

News Reader | Reporter | Anchor | Actor | Camera Operator | Cinematographer| Editor| Graphic Designer| Guest Coordinator |Production Assistant|Content Writer | Director.

Public Relations & Public Affairs Advertising

Opportunity to interact with internal & external Public, Crisis management, corporate publication, event management and networking in Corporate Houses | Hotels|Airlines | NGOs| Newspaper| Television | Educational Institutions | PR Consultancies | Political Parties

Copy Writer | Visualizer | Media Planner | Account Executive | Content Writer | Researcher | Digital Marketing| Event Manager.

Program Curriculum & Fee Structure

Please visit www.sdlju.org



Bachelor of Arts

BA*

* = Multiple Entry/Exit & Choice Based Credit System



Overview

BA is a 3/4 year undergraduate program with multiple entry and exit provisions and multidisciplinary approach as per the recommendations of NEP-2020. A student will have the option to take exit after 3 years with BA (Pass) degree or BA (Hons.) in 4-year duration. The program is offered in semester mode as per CBCS framework. The students have the choice to select 3 major specializations out of History, Political Science, Economics, Psychology, Sociology and Hindi Literature in addition to compulsory courses as per the UGC recommended credit framework for UG Programs. The course structure for the program includes Ability Enhancement Compulsory Courses (AECC), Core Courses, Multidisciplinary Courses, Skill Enhancement Courses (SEC).

This program aims to help students to build high skills, versatility, independent thinkers with research experience, communication skills etc.

Program Highlights

- Interdisciplinary approach to learning.
- Opening up of new career options.
- Critical and Innovative Skills.
- An opportunity to pursue a variety of career options.
- Learn how to think differently.
- Ability to deal with career social personal uncertainties of life.

Program Objectives

- To offer students a robust and broad-based academic exposure at graduate level.
- To help students develop an interdisciplinary, integrated and holistic outlook towards knowledge and problem solving.
- To strengthen analytical and creative abilities of students.
- To enhance various writing, presentation and digital skills of students.
- To prepare a fertile ground for various post graduate courses.
- To improve employability of students.

Program Duration

3/4 Years Program (as per NEP 2020)

Program Eligibility

The candidate must have successfully completed 10+2 with minimum 40% marks from any recognised Board.

Program Curriculum & Fee Structure

Please visit www.jagannathuniversity.org

Master of Business Administration

MBA

Overview

To achieve a leadership position in the highly competitive corporate environment the budding managers need to develop a strong vision for their companies, apart from having a terrific sense of commitment, professional expertise, determination, great motivational skills and leadership qualities.

According to the growth rate of India in terms of power parity, it implies that we can beat United States within next 25 to 30 years and become economically the strongest country in the world. For this, the Government of India needs to support the Indian organizations with suitable pro-people & pro-Indian policies, which would help Indian organizations in becoming stronger to compete in the world market successfully. Future leaders should be aware of this and not remain intellectually handicapped. The University strives for these commitments and continuously endeavors to educate its students and associates on such issues with the belief that sooner or later, structured economic independence can be achieved through a combined effort.

The MBA Programme:

MBA is a two-year programme, spread over four semesters. The first two semesters provide strong foundation in basic disciplines and the remaining two semesters enable the students to specialize in their area of interest. The specializations offered under this Program are:

Marketing

Finance

Human Resource

Information Technology

Entrepreneurship

Program Strength:

MBA programs aim at continuous interaction of the students with the Industry for the up gradation of knowledge and skills through Industry Academia Interaction, Live Projects, Skill Enhancement Program i.e. PDP Sessions, simulation activities and workshops that help build a healthier behavior such as mannerism, style, dressing up, social etiquettes etc.

Teaching Pedagogy

Classroom Teaching with various instructional methodologies-

- Case studies,
- Projects,
- Class presentations,
- Role plays, Seminars,
- Mentoring sessions

Career Opportunity

- Brand Manager
- Business Analyst
- Marketing Manager
- Portfolio Manager
- Human Resource Analyst
- Talent Acquisition Manager
- Recruitment Manager
- Training Manager
- Customer Relationship Manager
- Business Operation Manager
- Product Manager
- Global Sourcing Manager
- Strategic Planner etc.

Program Eligibility

- Graduation in any discipline with min. 50% marks

Program Duration

2 Years

Program Curriculum & Fee Structure

Please visit www.sdlju.org

Master of Computer Applications

MCA



Master Of Computer Applications

The Department offers Master of Computer Applications (MCA), a postgraduate program with industry oriented curriculum containing project based & experiential learning. Program stresses the application of theory and computing principles through case studies, presentations and practical assignments. Every semester is accomplished with a minor project and last semester is devoted to Major Project.

The Program is designed towards current and emerging issues in IT and business. It provides a sound theoretical background and excellent practical exposure to the students to meet the demands of the information technology industry.

Program Highlights

- Well Equipped Computer Laboratories.
- Experienced faculty members & well defined teaching- learning process.
- Each semester is equipped with value added courses which covers current industry requirements like Digital Marketing, Business Graphics Design, Cloud Services, Internet of Things, Cyber Security and Data Science and provide various more carrier opportunities.
- Focus to develop integrated perspectives of problem solving abilities.
- Regular Industrial Training & Live Projects for skill enhancement.

- Mock Interview Sessions & Placement Assistance.
- Entrepreneurship Development through IIC Cell.
- MCA graduates have good scope to work for an IT company including banking, consultancy companies.
- A career in the field of IT can be very promising in MNCs as Database Administrator Software Developer , Programmer ,Software Testing Professionals, Web Developer, IT Manager Hardware Professional and many more.

Program Eligibility

The candidate must have Passed B.C.A/ B.Sc. (Computer Science)/ B.Sc. (IT) / B.E. (CSE)/ B.Tech.(CSE) / B.E. (IT) / B.Tech. (IT) or equivalent Degree.

OR

Passed any graduation degree (e.g.: B.E. / B.Tech. / B.Sc / B.Com. /B.A./ B. Voc./ etc.,) preferably with Mathematics at 10+2 level or at Graduation level Obtained at least 50% marks (45% marks in case of candidates belonging to reserved category) in the qualifying examination.

Program Duration

2 Years.

Program Curriculum & Fee Structure

Please visit www.sdlju.org

Master of Arts (Journalism & Mass Communication)

MA(JMC)

Overview

Effective Media is one of the most potent weapons in the modern world. It can change the tide of public opinion and send vital messages out to a large section of society. The intelligent readership is growing and books are seeing resurgence in the market. The media has many segments: the print medium being the oldest: Journalism via electronic media such as the television, radio, satellite communication; Advertising and Public Relations, new media with added technology has taken it further to reach millions engaged in digital era of society.

Jagan Nath University offers Master of Arts in Journalism and Mass Communication to the eligible students who are interested in pursuing or advancing their career in Journalism and Mass Communication.

The main objective of this programme is to bring well educated professionals with critical thinking abilities to establish single person media shop, and have an understanding of the latest facets of the ongoing information revolution brought in by the internet, personal computers, television, radio and the print in business and interpersonal communication.

The extensive program provides enough flexibility in respect of lecture courses, practical training and internship and exposure to latest technology in the field of Information & Media.

Program Highlights

- Two year program with applied learning in the field of journalism and mass communication
- Multiple career options like advertising agencies, radio, broadcasting corporations, etc.
- Industry suited curriculum
- Excellent infrastructure
- Student friendly campus with a conducive learning environment
- The program focuses on nurturing the creative talent of students by providing them with hands on training and media exposure.
- The program gives an opportunity to study the Media, ranging from media issues to media marketing; research and journalistic techniques to public relations, organizing events and exhibitions.
- Students are also encouraged to specialize in Print, Broadcast & Web Journalism, Radio Programming & Production, Television Production & Film making, PR & Advertising, Corporate Communication, Radio Jockey and Communication Skills.

Program Duration

2 Years

Program Eligibility

Graduation in any Discipline with min 50% marks.

Career Opportunity

Print Media

Journalist | Commercial Executive | Production in Charge | Content & Concept Writer | Marketing Executive in Newspapers & Magazines | Reporters | Editors and Commercial Executives.

Broadcast Media

Radio Jockey | Technical Assistant | Program producer | News Reader | Script Writer Content Writer | Editor | Reporters and Researchers.

Audio Visual Media

News Reader | Reporter | Anchor | Actor | Camera Operator | Cinematographer | Editor | Graphic Designer | Guest Coordinator | Production Assistant | Content Writer | Director.

Public Relations & Public Affairs Advertising

Opportunity to interact with internal & external Public, Crisis management, corporate publication, event management and networking in Corporate Houses | Hotels | Airlines | NGOs | Newspaper | Television | Educational Institutions | PR Consultancies | Political Parties | Copy Writer | Visualizer | Media Planner | Account Executive | Content Writer | Researcher | Digital Marketing | Event Manager.

Program Curriculum & Fee Structure

Please visit www.sdlju.org



Centre for Distance and Online Education

Courses Offered in 2023-24



Programme Details & Fee Structure

Programmes Name		Eligibility	Duration	Total Course Fee Per Year	
				ODL	Online
Undergraduate Programmes	BBA*	10+2 with 40% marks in any discipline	3/4 Years	25,000/-	35,000/-
	B.Com*	10+2 with 40% marks in any discipline	3/4 Years	17,000/-	25,000/-
	BCA**	10+2 with 40% marks in any discipline	3/4 Years	-	35,000/-
	BAJMC*	10+2 with 40% marks in any discipline	3/4 Years	22,000/-	35,000/-
	BA*	10+2 with any discipline	3/4 Years	15,000/-	25,000/-
Postgraduate Programmes	MBA**	Graduation in any Discipline with min 50% marks	2 Years	-	60,000/-
	MCA**	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 as per the norms of the concerned University) obtained at least 55% marks (45% marks in case of candidates belonging to reserve category) in the qualifying examination	2 Years	-	60,000/-
	MAJMC*	BA JMC with 40% Marks	2 Years	27,500/-	60,000/-

*ODL Programs approved by DEB-UGC from the Academic Session 2023-24.

**Approval of Online Programs is under process.

Key Features of Distance Learning

- Sector-specific and Job-oriented programmes
- Modern up-to-date Curriculum
- Clear conceptual understanding of subjects through contact classes
- Reinforcement of learned concepts through case studies and audio visual aids

- Wide range of human skills and techniques for creative thinking & decision making
- Practice through assignment and projects
- Adequate hands-on-training for Computer Practicals
- Personal Contact Sessions
- Lecture series through Web Portal
- Seminar session at the campus
- Training and Placement Support in each semester

How to Apply

1. Interested candidates can register themselves by filling up 'Application Form' available at the Chaksu campus and the Sitapura Campus of the Jagan Nath University.
2. One Time Registration : Rs. 500/- (Application form)
3. Candidate can also apply Online/Offline application forms from the website www.sdlju.org with the payment of Rs. 500/-
4. The form should reach the campuses before the last date of submission of Application form.



Master Layout



**Jagannath
University**
Jaipur | Rajasthan

Chaksu Campus

NH-12, Chaksu Bypass, Tonk Road, Jaipur- 303901

Phone: +91-141-3020500/555

Sitapura Campus

IP- 2 & 3, Phase IV, Sitapura Industrial Area, Opp.
Chokhi Dhani, Jaipur-302022

Phone: +91-141-3020651/652

E-Mail: admission@jagannathuniversity.org



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@JaganNathJaipur



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