

# ONLINE BAJMC

From **No.1** Private University in India



#JeetoCareerKiRace



“  
**TRANSFORM YOUR CAREER LEARN FROM  
THE BEST MEDIA PROFESSIONALS**

I am proud to say that the Shoolini Online Degree programs are truly some of the best. Here are some of the key points that make our BAJMC programs stand out:

**Industry-Readiness:** Our online BAJMC program is designed and mentored by leaders from top media organizations like Reuters, India Today, Indian Express among others.

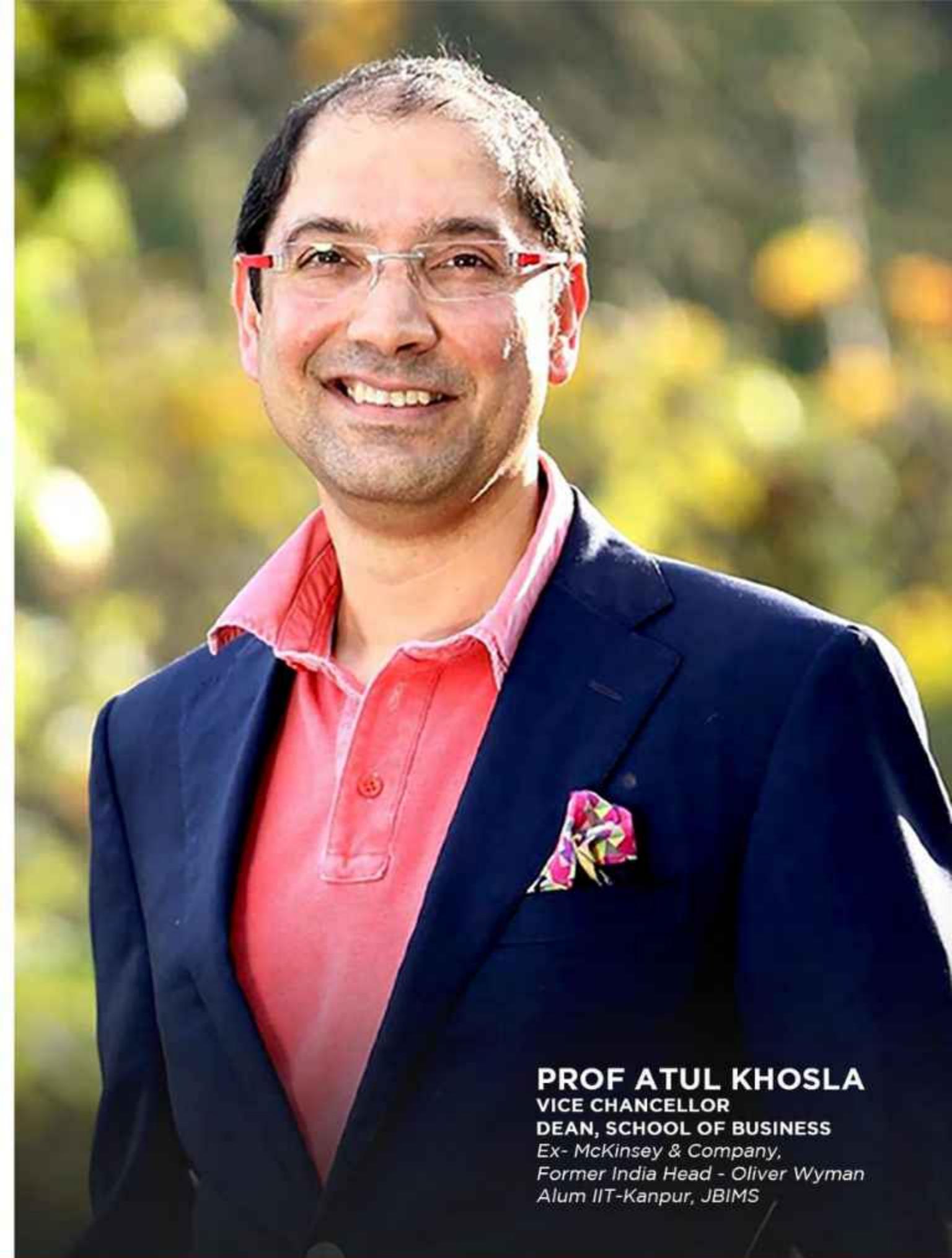
**Accessibility:** One of the key benefits of our online degree programs is their accessibility. With the ability to attend class from anywhere, you can balance your education with your professional and personal lives.

**Dynamic Curriculum:** Our programs offer dynamic coursework that is constantly evolving to meet the demands of the marketplace, ensuring that you are learning the most up-to-date and relevant information.

**Placements and Industry Partnerships:** Shoolini University has a proven track record of 5000+ placements, and strong partnerships with leading companies in various industries.

Whether you are just starting your career or looking to make a change, this program provides the skills and knowledge you need to succeed. We are confident that you will find the program you choose to be the best choice for you.

*Thank you for considering our program.*



**PROF ATUL KHOSLA**  
VICE CHANCELLOR  
DEAN, SCHOOL OF BUSINESS  
Ex- McKinsey & Company,  
Former India Head - Oliver Wyman  
Alum IIT-Kanpur, JBIMS

# RANKINGS & HIGHLIGHTS



TOP 200  
UNIVERSITIES IN  
THE WORLD



#1 IN INDIA

PRIVATE UNIVERSITY



#73 IN INDIA

AMONG ALL UNIVERSITIES



#1 IN INDIA

PRIVATE UNIVERSITY

250+  
Top Companies  
have recently  
recruited our  
graduates

Unlock Career Opportunities at India's Top Companies.  
Join the Elite Ranks of our Alumni Network



AND MORE

 DURATION  
**3 YEARS**  
6 SEMESTERS

## BUILD A CAREER IN THE MEDIA INDUSTRY

**Online Bachelor of Journalism and mass communication**

### WHO IS OUR ONLINE BAJMC FOR

- Students with a 10+2 looking for an assured career in Print, TV, or Radio Journalism and Social or Digital Media
- Undergraduate Students already enrolled in a university who want to pursue a 2nd degree for better career prospects
- Students planning further studies eg. Masters in Journalism/ Masters in Digital Media

## WHY SHOOLINI ONLINE BAJMC IS THE BEST CHOICE FOR FUTURE MEDIA PROFESSIONALS

### HANDS-ON EDUCATION FROM THE REAL GURUS

Your Gurus – academicians and industry experts will help you develop expertise in Print, Radio, TV Journalism as well as new media including digital and social media so that you can effectively address the real world requirements of the world of media.

### COMMUNICATION AND LIFE SKILLS

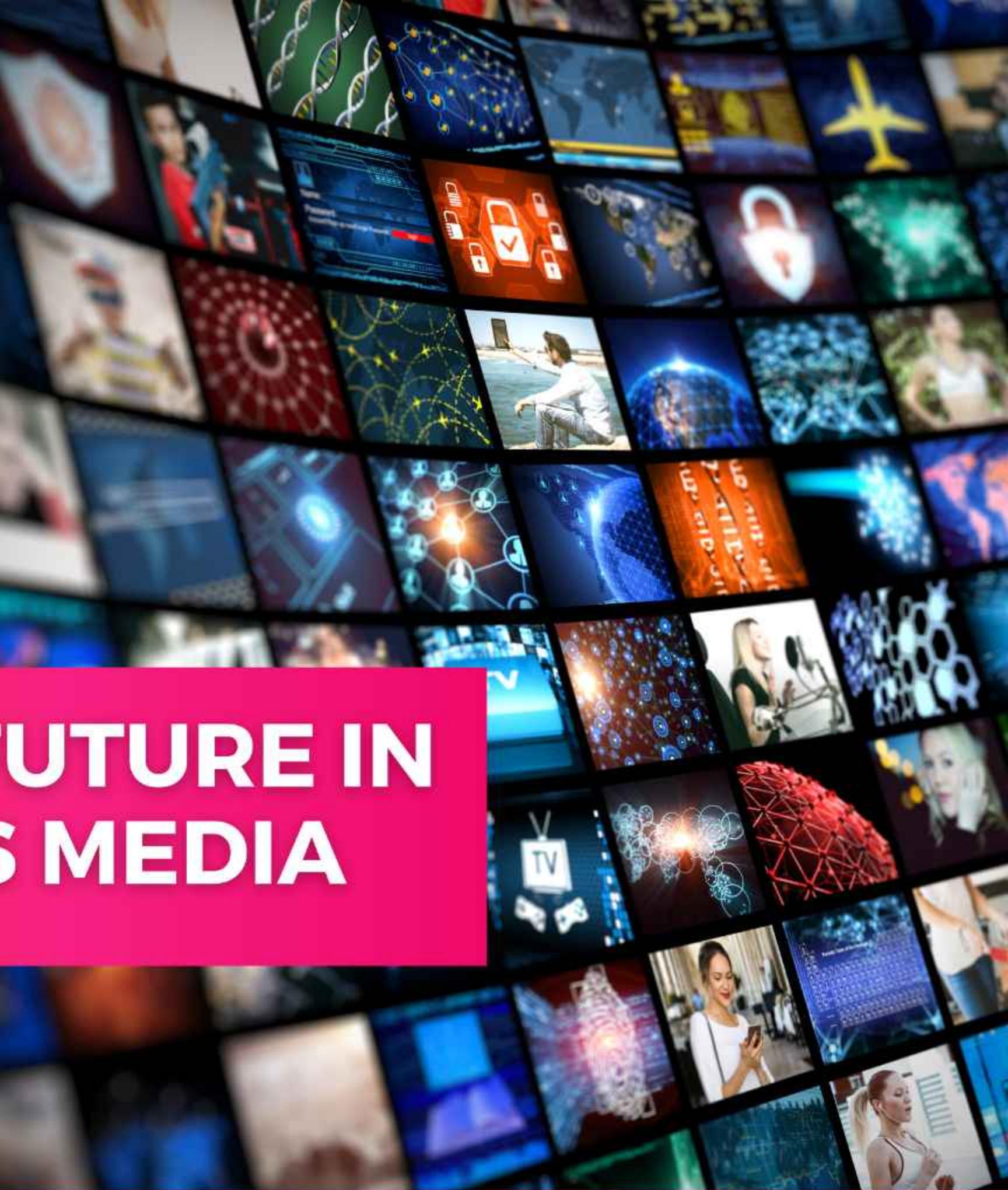
Students go through special modules to improve both oral and written communication skills for success in the business world. We also help students develop critical thinking, judgement, problem-solving skills and creative thinking techniques to help learn to enhance employability.

**Need Help? Consult Our Counsellors**

With a BAJMC Degree,  
You will be well-prepared for a wide range of  
career opportunities in fields like :

- Journalist
- Content Writer/Editor
- Public Relations Specialist
- Digital Media Specialist
- Advertising and Marketing Professional
- Social Media Manager
- News Anchor/Reporter
- Copywriter
- Media Analyst
- Communications Manager
- Documentary Filmmaker
- Event Planner
- Photojournalist
- Press Secretary

## YOUR FUTURE IN MASS MEDIA



# ONLINE BAJMC FEE STRUCTURE

3 Years (INR)

1st Semester	10,000
2nd Semester	10,000
3rd Semester	10,000
4th Semester	10,000
5th Semester	10,000
6th Semester	10,000
<b>Total</b>	<b>60,000</b>

## Discounts Available

- *A discount of 10% is applicable if the program fee is paid in lump sum.*
- *A discount of 5% is applicable if the program fee is paid annually.*
- *EMI/Loan Options will be available only on full program fee.*



 DURATION  
**3 YEARS**  
6 SEMESTERS

Apply now | [www.shoolini.online](http://www.shoolini.online)

# Advance your career with the innovative curriculum of our Online BAJMC

*Choose Shoolini Online BAJMC for an affordable, immersive, and career-focused learning experience.*

*Join us to unlock your potential and embark on a rewarding journey in the field of Mass Communication and Journalism*

Online BAJMC



# PROGRAMME STRUCTURE - BAJMC

First Semester	Second Semester	Third Semester	Fourth Semester	Fifth Semester	Sixth Semester
Functional English-1	Introduction to Editing	Radio Journalism	Media Ethics and Laws	Cultural Communication	Photojournalism
Fundamentals of Journalism	Functional English-2	New Media	Advertising	Film Studies	Television Journalism
Introduction to Reporting	Journalism in India-Historical Perspective	Drafting the Scripts and News Stories	Development Communication	Public Relations	Television Production
Creativity Decoded	Content Strategy	Entrepreneurship	Radio Production	Media Research	Corporate Communication
Open Elective*	Open Elective*	Open Elective*	Open Elective*	Open Elective*	Open Elective*

All courses including the elective carry 4 credits each | \* Open Elective (To be chosen later on )



**Shoolini  
University**

**Online  
Degrees**  
UGC Entitled