

Department of Journalism and Mass Communication, HPU, Shimla

Programme: Master of Arts in Journalism and Mass Communication

MA (JMC)

List of Courses Mapped with Employability/Entrepreneurship/Skill Development

Communication Theory	Employability	Entrepreneurship	Skill Development
Modern Journalism	✓	-	✓
Introduction to Multimedia Production	✓	✓	✓
Convergence Media	✓	✓	✓
Introduction to Media and Cultural Studies	✓	-	-
Practical-1	✓	-	✓
Advertising and Online Promotion	✓	✓	✓
Broadcast Journalism and Production	✓	✓	✓
Public Relations and Public Opinion in Digital Age	✓	✓	✓
Cross-Media Laws, Ethics and Development	✓	-	-
Development Communication	✓	-	-
Practical-2	✓	✓	✓
Communication Research	✓	-	-
Visual communication and Design	✓	-	-
Mobile and Social Media Journalism	✓	✓	✓
New and Old Media Management and Research	✓	✓	✓
Community and Community Media	✓	✓	✓
Practical -3	✓	✓	✓
Industry Internship	✓	✓	✓

Term Paper^	-	-	-
Minor Project^	-	-	✓
Dissertation^	-	-	✓
Term Paper^	-	-	-
Minor Project^	-	-	✓
Human Rights and Journalism	✓	-	-
Term Paper^	-	-	-
Minor Project^	-	-	✓