

# PROFESSIONAL COURSES

## PGDMC

**Course**

<p><b>I</b> Communication Theory and Practice</p> <p><b>II</b> Print Journalism</p> <p><b>III</b> Electronics Journalism</p>	<p><b>IV</b> Press and Newspaper Management</p> <p><b>V</b> Public Relations and Advertising</p> <p><b>VI</b> Practical Journalism.</p>
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### MJMC(only for Academic session 2009-10)

**Course**

<p><b>I</b> Communication Theory &amp; Research</p> <p><b>II</b> New Communication Technologies International Communication</p> <p><b>III</b> Electronic Communication</p>	<p><b>IV</b> Corporate Communication and Commercial and Media Practices</p> <p><b>V</b> Project Study</p> <p><b>VI</b> Practicals (On Assignment basis)</p>
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### MMC (Annual System)

**FIRST YEAR**

**Paper I** Principles of Mass communication

**II** Print Journalism

**III** Media Laws, Ethics and Development

**IV** Advertising and Public Relations

**V** Practical I

**VI** Communication Research

**VII** Radio Journalism and Production

**VIII** Television Journalism and Production

**IX** Visual Communication

**X** Practical II

**SECOND YEAR**

**XI** Mass Media Research Application

**XII** Advanced Print Journalism

**XIII** Advertising

**XIV** Corporate Communication

**XV** Practical III

**XVI** Development and International  
Communication

**XVII** Media Management and  
Newspaper Production

**XVIII** New Media Application

**XIX** Dissertation

**XX** Practical IV

### PGDPM & LW

**Semester I**

**Course I** Organizational Behaviour

**II** Wages and Salary Administration

**Semester II**

**III** Industrial Relations of India

**IV** Personnel Management

**Note :** A viva-voce examination of 100 marks shall be conducted at the end of the II Semester.

### PGDCA

**Semester I**

**DCS-101** Fundamentals of Programming  
(using 'C')

**DCS-102** PC Software

**DCS-103** Operating System

**DCS-104** Computer Organization and

**Semester II**

**DCS-201** Data & File Structure

**DCS-202** System Analysis & Design

**DCS-203** Object Oriented  
Programming and C++

**DCS-204** Database Management System

Architecture

**DCS-105** Practical I (C Language)  
**DCS-106** Practical II (PC Software)

**DCS-205** Practical-III (DFC Using C++)  
**DCS-206** Practical-IV (Database Management System)  
**DCS-207** Project Work. (The Project should involve development of application software for some industry / institute)

## APGDIT

### Semester I

**IT-101** Fundamentals of Information Technology  
**IT-102** Office Automation  
**IT-103** Programming Fundamentals using 'C'  
**IT-104** Object Oriented Programming with JAVA  
**IT-105** Practical on IT-102, 103 & 104

### Semester II

**IT-201** Internet Technology and Web Page Designing  
**IT-202** Networking Essentials  
**IT-203** Visual Basic  
**IT-204** RDBMS & Oracle  
**IT-205** Practical on IT-201,203 & 204  
**IT-206** Project Work (The project should involve development of application software for some industry / institute)