

Schemes and Syllabus

(For academic session 2025-26 onwards)

B. Voc. in Journalism and Mass

Communication



Atal Shiksha Nagar (Kallujhanda), P.O.

Mandhala, Village- Nanakpura,

Pinjore-Nalagarh highway, District- Solan,

Himachal Pradesh- 174103

www.iecuniversity.com

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SECTION 1

Program Outcomes and Program Specific Outcomes

Program Outcomes

PO1: Professional Knowledge: It helps the students to train on subjects Professional Skill, Professional Knowledge, Engineering Drawing, Workshop Science & Calculation and Employ-ability Skills related to job role.

PO2: Research/Project Orientation: The program helps students to recognize and apply basic research methods to different training in plumbing.

PO3: Entrepreneurship Capability: It helps the students to develop their ethical and social value.

PO4: Conformist: Relating political, social, cultural, historical issues as affecting life of the individual, group and society.

PO5: Critical Thinking Mindset: Students will develop their critical thinking skills to analyze and evaluate the ways in which social scientists to examine the world.

PO6: Leadership and Teamwork: Student will learn about the leadership traits and conformity of a group and how to work as a team all these traits will be developed through the study.

PO7: Professional Ethics: It will help the students to recognize different value systems including your own, understand the moral dimensions of your decisions, and accept responsibility for them.

PO8: Professional Empowerment: Student is entrusted to make/do project work and Extra Curricular Activities to build up confidence.

PO9: Communication: It will help the students the ability to communicate to other about their viewpoints and connecting peoples by exchange ideas and opinions

PO10: Social Responsibility and Environmental Conservation: It will help the students to understand the issues of environmental contexts and the importance of environment conservation and social responsibility.

PO11: Modern Analytical Knowledge: Inculcate among students an ability to determine modern issues and outlook for their solutions.

PO12: Life Long Skills: Acquire the ability to engage in independent and life-long learning in the broadest context socio-political changes.

Programme Specific Outcomes

PSO 1: Professional Communication Skills

- Demonstrate the ability to communicate effectively in various formats and platforms including print, broadcast, and digital media.
- Develop skills in news writing, editing, interviewing, reporting, and public speaking.

PSO 2: Media Literacy and Ethical Practice

- Understand the ethical, legal, and social responsibilities of journalists and mass communicators.
- Critically evaluate media messages and understand the role of media in a democratic society.

PSO 3: Technical and Production Skills

- Apply practical skills in photography, video production, audio editing, and multimedia storytelling.
- Use industry-standard tools and software for media production, design, and content management.

PSO 4: Research and Analytical Skills

- Conduct media research using appropriate qualitative and quantitative methods.
- Analyze audience behavior, media content, and the impact of mass communication on society.

PSO 5: Strategic Communication and Public Relations

- Design and execute public relations, advertising, and corporate communication campaigns.
- Apply principles of branding, marketing communication, and crisis communication in real-world scenarios.

PSO 6: Global and Cultural Awareness

- Understand the impact of globalization on media and communication practices.
- Appreciate diversity and inclusivity in media content creation and communication strategies.

SECTION 2

Semester wise Scheme

First Semester

Course Code	Course Title	L	T	P	CH	CP	Int. A	ESE	Total
B. Voc. JMC-101	Basics of Computer	4	-	-	4	4	40	60	100
B. Voc. JMC-102	Introduction to Journalism	4	-	-	4	4	40	60	100
B. Voc. JMC-103	News Reporting & Feature Writing	4	-	-	4	4	40	60	100
B. Voc. JMC-104	OJT-I (On Job Training NSQF Level-4)	-	-	36	36	18	300	200	500
	TOTAL	12	-	36	48	30	480	320	800

Second Semester

Course Code	Course Title	L	T	P	CH	CP	Int. A	ESE	Total
B. Voc. JMC-201	Professional Communication	4	-	-	4	4	40	60	100
B. Voc. JMC-202	Fundamentals of Press	4	-	-	4	4	40	60	100
B. Voc. JMC-203	Introduction to Radio	4	-	-	4	4	40	60	100
B. Voc. JMC-204	OJT-II (On Job Training NSQF Level-5)	-	-	36	36	18	300	200	500
	TOTAL	12	-	36	48	30	480	320	800

Third Semester

Course Code	Course Title	L	T	P	C H	CP	Int. A	ESE	Total
B. Voc. JMC-301	Environment Studies	4	-	-	4	4	40	60	100
B. Voc. JMC-302	TV Journalism & Programme Formats	4	-	-	4	4	40	60	100
B. Voc. JMC-303	Development communication	4	-	-	4	4	40	60	100
B. Voc. JMC-304	OJT-III (On Job Training NSQF Level-6)	-	-	36	36	18	300	200	500
	TOTAL	12	-	36	48	30	480	320	800

Fourth Semester

Course Code	Course Title	L	T	P	C H	C P	Int. A	ESE	Total
B. Voc. JMC-401	Human Values & Ethics	4	-	-	4	4	40	60	100
B. Voc. JMC-402	Advertising Concepts & Principles	4	-	-	4	4	40	60	100
B. Voc. JMC-403	Organization and Management	4	-	-	4	4	40	60	100
B. Voc. JMC-404	OJT-IV (On Job Training NSQF Level-6)	-	-	36	36	18	300	200	500
	TOTAL	12	-	36	48	30	480	320	800

Fifth Semester

Course Code	Course Title	L	T	P	C H	C P	Int. A	ESE	Total
B. Voc. JMC-501	Disaster Management	4	-	-	4	4	40	60	100
B. Voc. JMC-502	Translation for Media	4	-	-	4	4	40	60	100
B. Voc. JMC-503	Communication and Media	4	-	-	4	4	40	60	100
B. Voc. JMC-504	OJT-V (On Job Training NSQF Level-7)	-	-	3 6	36	18	300	200	500
	TOTAL	1 2	-	3 6	48	30	480	320	800

Sixth Semester

Course Code	Course Title	L	T	P	C H	C P	Int. A	ESE	Total
B. Voc. JMC-601	Current Affairs	4	-	-	4	4	40	60	100
B. Voc. JMC-602	Publishing	4	-	-	4	4	40	60	100
B. Voc. JMC-603	Business and Technical Communication	4	-	-	4	4	40	60	100
B. Voc. JMC-604	OJT-VI (On Job Training NSQF Level-7)	-	-	3 6	36	18	300	200	500
	TOTAL	1 2	-	3 6	48	30	480	320	800

Assessment Criteria (100 Marks Per Subject)
(For General Components)

S. No.	Components	Maximum Marks
1	Assignment-1	20
2	Assignment-2	20
3	ESE	60

Assessment Criteria (500 Marks) (For OJT)
For Skill Component

S. No.	Components	Maximum Marks
1	Attendance	50
2	General Behaviour & Discipline	50
3	Technical Skill	200
4	Presentation Skill	200