



BAOU
Education
for all

DR. BABASAHEB AMBEDKAR OPEN UNIVERSITY
(Established by Government of Gujarat)

Programme Guide

For Master of Arts - Journalism and Mass Communication



School of Humanities and Social Sciences

Master of Arts - Journalism and Mass Communication

Sarkhej-Gandhinagar Highway, Chharodi, Ahmedabad - 382 481

www.baou.edu.in

CONTENT

No.	Subject	Page No.
	Part- I	
1.	About the University	06
2.	Master Degree Programme	08
3.	Master of Arts in Journalism and Mass Communication	10
4.	Nature of Perspective Target Group Learners	10
5.	Target Participate and Admission Criteria	11
6.	Course Fees, Credit, Medium & Duration	11
7.	Components of the Master Programme	12
8.	Study Centres	17
9.	How to make best use of Study Centres	17
10.	Success Standard	18
11.	Examination and Evaluation	18
12.	Instructional System	18
13.	Evaluation	22
14.	Some Useful Addresses	26
	Part – II : Syllabi of Courses	28
	Part – III : Centre List	56

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

Faculty of Master in Arts

Journalism and Mass Communication (MJMC)

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Dear Learner,

Welcome to BAOU and the degree programme in Masters of Arts. As you have joined one of the universities imparting education through Open and Distance mode, it is necessary that you are well aware of the university and how it functions. You will also be keen to know in some detail about the programme you have joined and the way in which the university imparts instruction. This Programme Guide gives you the necessary information that will help you in knowing the university and pursuing the programme. We therefore advise you to keep this Programme Guide safely until you complete the Programme. The second part of the Programme Guide gives the syllabus of all the courses that are on offer in this programme. This will help you, among other things, in choosing Discipline Specific Electives, Generic Electives and Skill Enhancement courses suiting your interest, need, and career goals. The Third part of the guide contains a centre list; it helps you to choose the study centre.

Thank You...

PART - I

ABOUT OF UNIVERSITY

The Dr. Babasaheb Ambedkar Open University (BAOU) was established by the Act No.14 of 1994 passed by the Gujarat State Legislature on 13th April 1994, and assented to by the Governor of Gujarat on 27th July, 1994. The BAOU is the seventh Open University in the country in terms of their establishment. The University offers 72 programmes with an enrolment of more than 1, 00,000 learners.

The headquarters of the university is located at Ahmedabad. The University has established Regional Centre on the campus of South Gujarat University, Rajkot and has initiated the process of another establishing Regional centre on the campus of North Gujarat University, Patan. The University has more than 507 study centers. It has jurisdiction over the whole state of Gujarat. It is open to all persons irrespective of classes, castes, creed, religion or sex.

The important and distinguishing objectives for BAOU are to:

- Advance and disseminate learning and knowledge by a diversity of means, including use of any communication technology,
- Provide opportunities for higher education to a large segment of the population,
- Promote the educational well-being of the community generally, and * Encourage the Open University and distance education system in the education pattern of the Sate.
- **Established :** 13 April 1994
- **Head Quarters:** Ahmedabad
- **Regional Centres:** Saurashtra University, Rajkot
Hemchandracharya North Gujarat University, Patan
Veer Narmad South Gujarat University, Surat
Krantiguru Shyamji Krishna Verma Kachchh University, Bhuj.
- **Study Centre:** 235+
- **Programmes Offered:** 72 + Learners Enrolled 1,00,000+

Objectives:

Dr. Babasaheb Ambedkar Open University Act clearly specifies its objectives. The important and distinguishing ones for this university are:



Learning & Knowledge

To advance and disseminate learning and knowledge by a diversity of means including use of any communication technology.



Higher Education

To provide the opportunities for higher education to a larger segment of the population.



Open Education

To encourage the Open University and distance education system in the educational pattern of the State.



Community Development

To promote the educational well-being of the community generally.

MASTER DEGREE PROGRAMME

The courses offered by the School of Humanities and Social Sciences aim at imparting and generating knowledge on emerging issues and problems of contemporary society, economy and polity. The course structure is choice based, flexible and interdisciplinary. At the end of the course, a student would be equipped with analytical skills, social science theoretical knowledge based on empirical and field-based learning. Thus, a student with this kind of learning can look forward to careers in teaching, management, research, policymaking, development sector, media and administration. The School offers Master's Degree (MA) programmes. Included in the Master Degree Programmes foundation courses, elective courses and application-oriented courses.

Introduction

The School of Humanities and Social Sciences (SHSS) is among the larger schools of studies at the Dr. Babasaheb Ambedkar Open University. SHSS offers academic Masters Programmes in Five (05) disciplines: English, Hindi, Gujarati, and Sociology, and Library and Information Science.

The programmes offered by disciplines relate to core subject areas but at the same time straddle disciplines, in order to enlarge the canvas for academic pursuits. The School also links the development of courses to the ever-expanding socio-economic and political contexts in which School of Humanities and Social Science processes occur.

In view of the fact that BAOU is today the foremost centre of open and distance learning and is adequately equipped with modern educational technologies, the School has consciously tried to assign a significant role to ICT tools in devising the learning programmes. The following features are a hallmark of its programmes:

- Basic programmes in various disciplines at the under-graduate and postgraduate levels have been strengthened with foundation and application-oriented courses.
- Short-term and long-term courses focused on vocational and professional needs.
- Programmes and courses geared to meet the requirements of groups located on the fringes of society.
- Programmes in areas of concern to society with a School of Humanities and Social Science perspective.

The School has expanded its academic activities and has launched a research programme that applies newer methodologies to elicit a more creative response, both from within a discipline and from interdisciplinary interactions.

Now the School is in a position to comprehend the "new" social reality in a better light and give the School of Humanities and Social Sciences a purposeful orientation. The key

element in this strategy is the adaptation of Social Science study to the requirements of mass education. Thus, modern educational technology including ICT is likely to determine the relevance of School of Humanities and Social Sciences and course development in the next decade. These additions will enrich and make them compatible and appropriate in the light of new developments in the discipline areas.

The Master Programme is conducted by the Faculty of Master Degree Programme, which forms a part of the School of Social Sciences.

1. Master Programme:

The Master Programme comprises five courses. The courses are under In School of Humanities and Social Sciences.

1. Master of Arts in Journalism and Mass Com (MJMC)
2. Master of Arts in Gujarati (MGT)
3. Master of Arts in Hindi (MHD)
4. Master of Arts in Sociology (MSO)
5. Master of Library and Information Science (MLIS)
6. Master of Arts in English (MEG)

The detailed contents of courses Master of Arts in Journalism and Mass Com (MJMC) may be seen in part-II.

MASTER OF ARTS IN Journalism and Mass Communication

Objectives and Scope

- This programme will go beyond the needs of Indian newsrooms with a very highly result-oriented syllabus and content for students. In addition to this, the student-facilitator contact, including some lectures and sessions will help.
- The students will be trained in various aspects of journalism and communication profession, primarily in International media. The students will be working as interns with experienced journalists in newspapers, TV, radio and digital media as well as non-media communication operations.
- Additionally, if needed, an inquisitive and investigative mind, good communication skills with command over language, will be some of the attributes sought for in the

candidate, in the form of an aptitude test, followed by a personal interview prior to admission.

- Today and in the future, journalism and communication professionals will need skills beyond generation and curation of the content for a specific media type. Digital media, which has the most local, as well as global opportunities today, requires all the combined skills for print, TV and radio along with those necessitated by newer technologies. This is what the programme plans to impart.
- The students will also require skills to ideate, execute the idea, generate journalistic content or media product and curate it. This has to be of global relevance. Finally, the expertise to sell it in the global marketplace - the digital market.

NATURE OF PERSPECTIVE TARGET GROUP LEARNERS

The programme is intended to provide learning opportunities to the following target group:

- Graduates in any discipline.
- Preferably, with language literature and Social Sciences background.
- However, it will not be limited to these two disciplines.
- Media professionals who have been working without a formal education in the field of journalism and mass communication.
- People targeting careers in public relations, advertising, corporate communication.
- Individuals who need to enhance communication skills for their business and job needs.
- People seeking careers as public speakers, hosts, RJ's and anchors.

TARGET PARTICIPANT AND ADMISSION

The Programme is open to those who are either:

- Candidates with Bachelor's Degree (10+2+3) in any discipline, from a recognized university, shall be eligible for seeking admission to MJMC programme.

COURSE FEES, CREDIT, MEDIUM & DURATION

- Course Fees**
10,000. Rs. per Semester, M/F
- Credits** : 64 Credit
- Medium**

- MJMC : English Medium

□ **Duration :**

- Minimum: 2 Years Maximum: 6 years

The Master Programme is structured in the following way:

COMPONENTS OF THE MASTER PROGRAMME

Programme



Courses



Blocks



Units

The entire Programme comprising five courses has been divided into blocks and each block has a certain number of units. In other words, one unit constitutes the lowest self-contained measure of the course material. The details regarding the unit format are as follows:

- Unit number: the topic covered in the unit
- Objectives
- Introduction
- The theme divided into sections and subsections
- **Sections containing Self Check Exercises to measure, on your own, your progress**
- Summary of the unit
- Answers to Self -Check Exercises
- Keywords
- References and Further Reading

The different units are developed thematically in a logical sequence and graded in such a way as to enable the student to grasp and retain in memory the topics

discussed in the units. The main sections are printed in bold capital letters while the subsections are shown by lower case bold typefaces.

Master of Arts- Journalism and Mass Communication

Programme Structure

Sub Code	Subject Name	Credit	
		Theory	Practical
Semester – I			
MJMC01	Basic English Language Skills for Mass Media - 1	3	1
MJMC02	Understanding Media, Mass Comm & Journalism	2	2
MJMC03	Media Occupations and Functions	2	2
MJMC04	Understanding the Society and Issues	2	2
		9	7
Semester – II			
MJMC05	Basic English Language Skills for Mass Media - 2	3	1
MJMC06	Digital Media, Social Media, Immersive Media	2	2
MJMC07	Reporting Skills - Print, Radio, TV and Convergence	3	1
MJMC08	Types of Professional Writing	3	1
		11	5
		Total	16
Semester – III			
MJMC09	Social Media Content and Marketing	2	2
MJMC10	Media Laws, Ethics and Challenges	2	2
MJMC11	Introduction to Essential Social Sciences	2	2

MJMC12	Editing - Sub-editing, Radio, TV programming		3	1
			9	7
			Total	16
Semester – IV				
MJMC13	Specialisations - Beat Reporting & Types		3	1
MJMC14	Public Relations & Corporate Communications		2	2
MJMC15	Electives	Writing for films - Screenplay, Lyrics and Dialogues	2	2
MJMC16		Advertising - Copy Writing & Creative Planning	2	2
MJMC17	Practical / Training	Internships		2
MJMC18		Studio time and editing practice		2
			Total hrs.	18

STUDY CENTRE

Each student admitted to the Master Programme will be attached to a Study Centre. At present, there are a number of Study Centres for Master Programme located in different places of the State. Students may opt themselves for enrolment in the nearest convenient Study Centre suitable to them. A Coordinator manages every Study Centre. The students are advised to be in regular contact with their respective Study Centres and interact with the Coordinator as frequently as possible. The facilities provided at the Study Centres normally include the following:

- Counselling sessions in different courses relating to the Master Programme.
- Facilities for practical work in the concerned courses.
- Library facility with basic reading materials related to various aspects of the discipline.
- Audio-Video Programmes specially designed for Master Programme.

HOW TO MAKE BEST USE OF STUDY CENTRES

Education is not imparted through regular classroom lectures in an Open University system. Distance education mode is generally followed in the Open University system. This mode of learning is different from the conventional system you are used to. There will be no regular lectures relating to any course. On the other hand, there will be counselling for different courses included in the curriculum. Your Counsellor is available to you at the Study Centre that organises counselling sessions on different topics. 10 counselling sessions are provided for each of the course MJMC counselling sessions. The duration of each counselling session is 2 hours

SUCCESS STANDARD

For the successful completion of the course, the student is expected to score a minimum 40 % of marks in each subject or he has to secure at least 'D' grade in the examination.

EXAMINATION AND EVALUATION

Student will be evaluated by two ways:

- **Continuous (constant) Evaluation: (weight age 30%):** It is obligatory for the students to submit specified number of assignments concerned with each course within the specific time limit before the term-end-examination.
- **Term End Examination: (weight age 70%):** The students are expected to secure their admission of the first and the second year in August/February. After securing the admissions, the first examination will be held in next July/January. It means that they can appear at the examination after the duration of one year.

INSTRUCTIONAL SYSTEM

The methodology of instruction adopted by the University is different from that in the conventional universities. The Open University system is more learner-oriented, in which the learner is an active participant in the teaching-learning process. Most of the instruction is imparted through distance rather than face-to-face communication. The University follows a multi-media approach for instruction. It comprises of

- Self-Learning Material
- Audio-video programmes transmitted through radio and television
- Teleconferencing sessions
- Face-to-face counselling at Study Centres by Academic Counsellors
- Assignments/ Tutorials/ Practical's/ Dissertation/ Project work.

11.1 Course Material

Course material, in print or e-Book format, is the primary form of instruction. You should concentrate mainly on the course materials that are sent to you in the form of printed books or eBooks. The course material would be sufficient to write assignment responses and prepare for the Term End Examination (TEE). We would, however, suggest you to read additional material, especially those given in the Suggested Reading section of the course material. The course material prepared by the University is self-learning in nature. Each course is printed in the form of a single book or eBook. The course is divided into a number of Blocks. A eight credit course generally has four to five Blocks. Each Block consists of Units (minimum two to maximum five units). Normally, the Units covered in a Block have a thematic unity. The introduction section of the book provides an overview of the course, its objectives, guidelines for studying the material, etc. The Block introduction explains the coverage of the Block as a whole as well as the coverage of each Unit in that Block. Each Unit is structured in a way to facilitate self-study by you. Each Unit begins with learning Objectives which will give you an idea on what you are expected to learn from the Unit. The Introduction provides an overview of the major theme of the unit. An attempt is made to forge a link with the topics of the previous Units and the topic to be covered in the Unit. This is followed by the main text, which is divided, into various sections and subsections. At the end of each section we have provided questions for self-evaluation under the heading of Check Your Progress. You should attempt this part, as it will help you in assessing the immediate absorption and check your understanding of the topic. Questions in Check Your Progress are for your practice only, and you should not submit answers to these questions to the University for Assessment. Hint answers to the Check Your Progress exercises are provided at the end of the unit. We have not provided the full length answers, as we would like to encourage you to write in your own words and not rely on memorizing the course material. The section Let Us Sum Up/Summary/Conclusion gives a brief account of what has been discussed in the Unit. This summary enables you to recall the main points covered in the Unit. Each unit ends with References which gives the list of books and articles that have been consulted to

prepare the unit. In addition, at the end of each Block/Course, a list of Suggested Readings is given. Some of these books listed in this section will be available in the Study Centre library. In order to comprehend the SLMs, read the Units carefully and note down the important points. You can use the space in the margin of the printed pages for making notes and writing your comments. While reading the Units, you may mark the difficult words and look for the meaning of such words in a dictionary. If you still do not understand something, consult your counsellor during the face-to-face sessions at the Study Centre for clarification.

11.2 Dispatch of Study Material

The dispatch of material will start once the online process of registration is complete. You can expect to receive your study material within one month of closing of the registration for the programme. If any course material is missing or you receive wrong or defective material, please address your query to the Regional Centre or write to the Student Services Centre for the students who have applied for digitized version, detailed information is available on the BAOU website.

11.3 Academic Counselling:

In distance education, face-to-face contact between the learners and their academic tutors/ counsellors is an important activity. The purpose of such an interaction is to answer some of your questions and clarify your doubts, which may not be possible through any other means of communication. It is also intended to provide you an opportunity to meet fellow learners. There are experienced academic counsellors at the Study Centres to provide academic counselling and guidance to you in the courses that you have selected for study. The academic counselling sessions for each of the courses will be held at suitable intervals throughout the academic session. Attendance in the academic counselling sessions for theory courses is not compulsory, but we would suggest you to attend these sessions as they may be useful in certain respects, such as to share your views on the subject with teachers and fellow learners, comprehend some of the complex ideas or difficult issues, and get clarifications for any doubts which you would not otherwise try to raise. However, it is compulsory to attend practical sessions for the courses that have practicals or laboratory work. Face-to-face counselling will be provided to you at the Study Centre assigned to you. You should note that the academic counselling sessions will be very different from the usual classroom teaching or lectures. Academic counsellors will not be delivering lectures or speeches. They will try to help you to overcome difficulties, which you face while studying for this programme. In these sessions, you must look into

the subject-based difficulties and any other issues arising out of such difficulties. Besides, some of the audio and video material that is available at that time will be played in the counselling sessions. You go to attend the academic counselling sessions, please go through your course material and note down the points to be discussed. Unless you have gone through the Units, there may not be much to discuss. Try to concentrate on relevant and important issues. Try also to understand each other's points of view. Try to get the maximum possible help from your academic counsellors.

11.4 Study Centre

To provide effective student support, we have set up a number of Study Centres all over the country. You will be allotted one of these Study Centres taking into consideration your place of residence or work. However, each Study Centre can handle only a limited number of students and despite our best efforts, it may not always be possible to allot the Study Centre of your choice. The particulars regarding the Study Centre to which you are assigned will be communicated to you.

A Study Centre will have six major functions:

Counselling: Face-to-face counselling for the courses will be provided at the Study Centres. As mentioned earlier, there will be nine to ten academic counselling sessions for a 6-credit course and six to seven sessions for a 4-credit course. The schedule of the counselling sessions will be communicated to you by the Coordinator of your Study Centre.

Evaluation of Assignments: Tutor Marked Assignments (TMA) will be evaluated by the Academic Counsellors appointed for different courses at the Study Centre. These assignments will be returned to you with tutor's comments and marks obtained. These comments will help you in your studies.

Library: For each course, some of the books suggested under 'Suggested Readings' will be available in the Study Centre Library. All audio and video tapes are also available in the library.

Information and Advice: At the Study Centre, you will get relevant information regarding the courses offered by the University, academic counselling schedules, examination s schedule, etc. You will also get guidance in choosing your elective and application oriented courses.

Audio-Video Facilities: The Study Centre is equipped with audio-video facilities to help you make use of the audio and video materials prepared for different courses. Media notes, describing the contents of each programme, will also be available at the Study Centre. This will help you to know the contents of each programme.

Interaction with Fellow-learners: The Study Centre gives you an opportunity to interact with fellow learners. Study Centre is the contact point for you. The University cannot send all the communication to all the students individually. All important information is communicated to the Coordinators of the Study Centres and Regional Directors. The Coordinators would display a copy of such important circular/notification on the notice board of the Study Centre for the benefit of all BAOU learners. You are, therefore, advised to get in touch with your Study Centre for day-to-day information about assignments, submission of examination forms, TEE date-sheet, declaration of result, etc.

11.5 Omkar e

Omkar-e (Open Matrix Knowledge Advancement Resource for Empowerment), an initiative of Babasaheb Ambedkar Open University, brings such a unique platform for e-learning. Omkar-e focuses on bridging the gap between the students and relevant education with ease of learning. Our students have full freedom for selecting their course, their schedule for study, their place for study and when to appear for exams.

EVALUATION

The system of evaluation followed by the University is also different from that of conventional universities. BAOU has a multitier system of evaluation. Self-assessment exercises within each unit of study. Continuous evaluation mainly through assignments which are tutor-marked, practical assignments and seminar/ workshops/extended contact programmes, etc. depending on the nature of the course opted for The Term End Examinations. Project/Practical work depending upon the requirement of the course. The evaluation consists of two parts: i) continuous evaluation through assignments, and ii) term end examination. In the final result, all the assignments of a course carry 30% weightage while 70% weightage is given for the Term End Examination (TEE). University follows a grading system for continuous evaluation as well as term-end examination. It is done on a ten point scale using the letter grades as given below: The University has decided to provide numerical marking also in the grade card and award of division for the Bachelor of Arts Degree.

Letter Grade	Numerical Grade	Percentage
O (Outstanding)	10	> 85
A+ (Excellent)	9	75 to < 85
A (Very Good)	8	> 65 to < 75
B+ (Good)	7	> 55 to < 65
B (Above Average)	6	> 50 to < 55
C (Average)	5	> 40 to < 50
D (Pass)	4	> 40
F (Fail)	0	< 40
Ab (Absent)	0	Absent

You are required to score at least 40% marks (Grade D) in both continuous evaluation (assignments) as well as the term-end examination of each course. In the overall computation also you must get at least 40% marks (Grade D) in each course to claim the M.A. degree. The scores of continuous evaluation and term-end examination are not complementary to each other for qualifying a course. Students who do not qualify in the term-end examination are allowed to take up the Term End Examination in the next year. It means you can take the TEE of the first year courses in the second year of your study. But you can appear in the examination for not more than 48 credits in one TEE.

12.1 Assignments

Assignments constitute the continuous evaluation. The marks that you secure in the assignments will be counted in your final result. As mentioned earlier, an assignment of a course carries 30% weightage. You are therefore advised to take your assignment seriously. A simple omission on your part may put you in great inconvenience later. For each course of this programme, you have to do two to three Tutor Marked Assignments (TMAs) depending upon the nature of the course. The TMA for each semester can be downloaded from the Student Zone of the University website.

You have to complete the assignment within the due dates specified in the assignment booklet. You will not be allowed to appear for the term-end examination for any course if you do not submit the assignment in time for that course. If you appear in term-end examination, without submitting the assignments, the result of the term-end examination is liable to be cancelled. Ensure that your assignment responses are complete

in all respects. Before submission you should ensure that you have answered all the questions in all assignments. Incomplete assignment responses may affect your grades adversely.

The main purpose of MA is to test your comprehension of the learning materials you receive from us and also to help you get through the courses. The evaluators/academic counsellors after correcting the assignments return them back to you with their comments and marks. The comments will guide you in your study and help in improving it. It is therefore important that you collect the evaluated TMA along with a copy of the assessment sheet containing the comments of the evaluator on your performance. The content provided in the printed course materials should be sufficient for answering the assignments. Please do not worry about the non-availability of extra reading materials for working on the assignments. However, if you have access to other books, you may make use of them. The assignments are designed in such a way as to help you concentrate mainly on the course material and exploit your personal experience.

You have to submit your assignment response sheets to the Coordinator of the Study Centre assigned to you. For your own record, retain a copy of all the assignment responses, which you submit to the Coordinator. If you do not get back your duly evaluated tutor marked assignments along with a copy of the assessment sheet containing comments of the evaluator on your assignment within a month after submission, please try to get it personally from your Study Centre. This may help you to improve upon future assignments.

Keep duplicate copies of assignment responses of TMAs submitted to Study Centres. The Student Evaluation Division on demand. Also, maintain an account of the corrected assignment responses received by you after evaluation. This will help you to represent your case to the University in case any problem arises. If you do not get a pass grade in any assignment, you have to submit it again. Get fresh assignments from the Student Zone tab of the University website. However, once you get the pass grade in an assignment, you cannot resubmit it for improvement of grade. Assignments are not subject to re-evaluation except for factual errors, if any, committed by the evaluator. The discrepancy noticed by you in the evaluated assignments should be brought to the notice of the Coordinator of the Study Centre, so that the correct score is forwarded by him/her to the Student Evaluation Division at Headquarters.

In case you find that the score indicated in the assignment sheet of your Tutor Marked Assignment has not been correctly reflected or is not entered in your grade card, you are advised to contact the Coordinator of your Study Centre with a request to forward the correct award list to the Student Evaluation Division at the Headquarters.

12.2 Term End Examination

As stated earlier, the term-end examination is the major component of the evaluation system and it carries 70% weightage in the final result.

The University conducts term end examinations twice a year i.e., in June and December. You can take the term-end examination (TEE) only after completing one year of study. The TEE for the 1st, 2nd years will be conducted at the end of each year.

A learner is permitted to appear in the TEE, subject to the following conditions:-

- Registration for the courses is valid and not time barred.
- Required number of assignments in the course has been submitted by the due date.
- Minimum time to pursue these courses as per the provision of the programme has been completed.
- Examination fee is paid for all the courses in which the learner is writing the examination.

In the case of non-compliance of any of the above conditions, the result of all such courses is liable to be withheld by the University.

In case you fail to get a pass score (40 % marks) in the Term End Examination, you will have to reappear at the next Term End Examination for that course within the total span of the programme.

SOME USEFUL ADDRESSES

During the course of your study, you might require some additional information about rules and regulations as well as how to resolve some of the issues in completing your studies at BAOU. You must know whom to contact for specific information. Here is a list of addresses and contact numbers and emails of offices in the University to contact for specific information or problem.

Sr. No.	Department's Name	Contacts	Mobile No.	Tele. No.	Email_Id
1	Head-Learner Support Centre	Dr. Hetal Gandhi	-	+91 7929796223	baou.lsc@baou.edu.in
	Co-Coordinator		+91 9978408 901	+91 7929796223	
2	Head-Admission Department	Dr. Hetal Gandhi	-	+91 7929796223	ssc@baou.edu.in
	Co-Coordinator	-	-	-	-
	Consultant	Mrs. Monika Gupta	+91 7572800 487 +91 9909038 676	+91 7929796224	admission.info@baou.edu.in
3	Assignment	Dr. Nitin Jadav Mr. Jivraj Zanpadiya Mr. Abhishek Pandya	+91 9978408 928	+91 7929796225	assignment@baou.edu.in
	Marksheet	Mr. Brijesh Barot	+91 8980814 948	+91 7929796225	marksheet.info@baou.edu.in
4	Special Learner Support Center Coordinator	Dr. Nigam Pandya	+91 9099945 622	+91 7929796223	slsc@baou.edu.in
	Co-Coordinator	Dr. Siddhi Trivedi			
5	Gurukul Model Learner Support Center Coordinator	Dr. Chetna Shah	+91 9978408 911	+91 7929796224	gurukul0001@baou.edu.in
	Co-Coordinator				
6	Scholarship	Mr. Ketan	-	+91	baou.scstcell@baou.edu

	Department (SC/ST Cell)	Makwana		7929796224	.in
7	Vocational and Professional courses	Ms. Priyanka Mochi			kmro@baou.edu.in
		Mr. Dhaval Sathavara	9825085064	-	kmro@baou.edu.in
8	Help Desk	-	9909038671	-	help@baou.edu.in
9	Exam and Admission	Mr. Keyur Trivedi	9909038671	+91 7929796225	help@baou.edu.in

Most of the operations of the University are online. Wherever you are required to submit a hard copy, the University has made available different application forms on its website. Download these forms from the Student Zone of the University website.

PART II
SYLLABLES
OF COURSE

MASTER OF ARTS IN JOURNALISM AND MASS COM (MJMC)

Detailed Course-Wise Syllabus

Master of Journalism and Mass Communication (MJMC)

Semester-1

Paper 1

Course Name: Basic English Language Skills for Mass Media - 1

Course Code: MJMC01

Units	Detailed Syllabus
Unit 1	Language is for Mass Communication, not Mass Destruction
	<ul style="list-style-type: none">• History of language and communication• Typical errors in Indian English and how to avoid them.• Spoken English vs written English• How to use a dictionary
Unit 2	Nouns
	<ul style="list-style-type: none">• Kinds of Nouns: Common Noun, Proper Noun• Countable Nouns, Uncountable Nouns• Common Mistakes to Avoid• What are nouns
Unit 3	Types of Noun
	<ul style="list-style-type: none">• Concrete Noun• Abstract Noun• Collective Noun• Singular Noun; Plural Noun
Unit 4	Pronoun
	<ul style="list-style-type: none">• Personal Pronoun• Reflexive Pronoun• Demonstrative Pronoun• Relative Pronoun
Unit 5	Adjectives 1
	<ul style="list-style-type: none">• Possessive Adjective• Demonstrative Adjective• Interrogative Adjective• Indefinite Adjective
Unit 6	Adjectives 2
	<ul style="list-style-type: none">• Distributive Adjective• Adjectives of Quality• Adjectives of Quantity• Adjectives of Comparison
Unit 7	Verbs
	<ul style="list-style-type: none">• Compound Verbs• Transitive, Intransitive and Incomplete Verbs• Direct and Indirect Objects• Main or Principal or Lexical Verbs• Finite and non-finite verbs

Unit 8	Tenses, Verbs and Verbals – 1
	<ul style="list-style-type: none"> • Verbals
	<ul style="list-style-type: none"> • Participles
	<ul style="list-style-type: none"> • Gerunds
	<ul style="list-style-type: none"> • Infinitives
Unit 9	Tenses, Verbs and Verbals – 2
	<ul style="list-style-type: none"> • Forming and Using Verbs – The Irregular Verbs
	<ul style="list-style-type: none"> • Verb, Tenses and their Functions – Past, Present and Future
	<ul style="list-style-type: none"> • Model Verbs
	<ul style="list-style-type: none"> • Verb Moods
Unit 10	Adverbs
	<ul style="list-style-type: none"> • Comparison of Adverbs
	<ul style="list-style-type: none"> • Position of Adverbs
	<ul style="list-style-type: none"> • Function of Adverbs
	<ul style="list-style-type: none"> • Adverbs most often confused
Unit 11	Prepositions
	<ul style="list-style-type: none"> • Kinds of Prepositions
	<ul style="list-style-type: none"> • Prepositions of Place
	<ul style="list-style-type: none"> • Prepositions of Movement / Direction
	<ul style="list-style-type: none"> • Prepositions of Time
Unit 12	Conjunctions
	<ul style="list-style-type: none"> • Rules of Using Conjunctions
	<ul style="list-style-type: none"> • Co-ordinating Conjunctions
	<ul style="list-style-type: none"> • Sub-ordinating Conjunctions
	<ul style="list-style-type: none"> • Correlative Conjunctions
Unit 13	Interjections
	<ul style="list-style-type: none"> • Introduction to Interjections
	<ul style="list-style-type: none"> • Types of Interjections
	<ul style="list-style-type: none"> • Do's and Don't's
Unit 14	Articles
	<ul style="list-style-type: none"> • Determiners
	<ul style="list-style-type: none"> • Types of Determiners
	<ul style="list-style-type: none"> • Articles – Definite and Indefinite
	<ul style="list-style-type: none"> • Conclusion and Common Mistakes to Avoid

Paper 2

Course Name: Understanding Media, Mass Communication & Journalism

Course Code: MJMC02

Unit	Detailed Syllabus
Unit 1	Origins of Communication - 1
	<ul style="list-style-type: none"> • Disambiguation and Definitions: Understanding the meanings of all the terms – Communication, Mass Communication, Journalism, Media etc.
	<ul style="list-style-type: none"> • How communication could have started amongst the cave

	<p>dwellers</p> <ul style="list-style-type: none"> • How the languages evolved • How this led to formation of human society
Unit 2	Origins of Communication - 2
	<ul style="list-style-type: none"> • Birth of journalism-1. References from epics like Mahabharat and Ramayana. From Roman empire to ancient India and Mughal era.
	<ul style="list-style-type: none"> • Birth of Journalism-2. References from 17th to 20th century.
	<ul style="list-style-type: none"> • How Spectator and Tatler seen as pioneers of modern journalism.
	<ul style="list-style-type: none"> • Modern journalism – 20th century
Unit 3	The News and its Origins
	<ul style="list-style-type: none"> • What is news. All definitions and examples.
	<ul style="list-style-type: none"> • How and why it began – utility.
	<ul style="list-style-type: none"> • Qualities of news
	<ul style="list-style-type: none"> • Characteristics of news
Unit 4	Mass Media
	<ul style="list-style-type: none"> • What is Mass Media? How is it different from other forms of communication?
	<ul style="list-style-type: none"> • Evolution of non-print technologies and the birth of ‘Media Communication - 1500w each
	<ul style="list-style-type: none"> • Theory – Medium and Message: Their changing definitions.
	<ul style="list-style-type: none"> • Relevance of ^[L]_[SEP]Marshall McLuhan.
Unit 5	Purpose and Pursuits of Journalism
	<ul style="list-style-type: none"> • Is democracy the purpose? Upholding Equality, Liberty and Fraternity.
	<ul style="list-style-type: none"> • What it stands for? It stands for Truth, Watchdog, Crusaders, Anti-establishment, for the ^[L]_[SEP]underdogs and human rights ^[L]_[SEP]
	<ul style="list-style-type: none"> • Medium and Message in the changing times of social media. ^[L]_[SEP]
	<ul style="list-style-type: none"> • Social Media – Threat or the biggest opportunity for mainstream professional journalists.
Unit 6	The Mediums of Communication
	<ul style="list-style-type: none"> • Text
	<ul style="list-style-type: none"> • Still Images

	<ul style="list-style-type: none"> • Moving Images
	<ul style="list-style-type: none"> • Auditory
Unit 7	Introduction to Allied Media Professions – I
	<ul style="list-style-type: none"> • Advertising
	<ul style="list-style-type: none"> • Copy writing
	<ul style="list-style-type: none"> • Public Relations
	<ul style="list-style-type: none"> • Corporate Communications
	<ul style="list-style-type: none"> • Advertising
Unit 8	Introduction to Allied Media Professions – II
	<ul style="list-style-type: none"> • Screenwriting (scripts, lyrics et al)
	<ul style="list-style-type: none"> • Writing web series
	<ul style="list-style-type: none"> • Documentary filmmaking
	<ul style="list-style-type: none"> • Editing - book editing
Unit 9	Understanding News
	<ul style="list-style-type: none"> • News and Society
	<ul style="list-style-type: none"> • How to read newspapers, watch TV and listen to Radio? How to interpret news?
	<ul style="list-style-type: none"> • Going beyond news in newspapers and TV.
	<ul style="list-style-type: none"> • Elements of news: the factor of eight
Unit 10	Audiences – Reader, Listener, Viewer
	<ul style="list-style-type: none"> • Meaning of the term Audience
	<ul style="list-style-type: none"> • Why does the audience matter
	<ul style="list-style-type: none"> • Customising content to audience requirement
	<ul style="list-style-type: none"> • Audience research
Unit 11	Paid News vs Fake News - I
	<ul style="list-style-type: none"> • What are Advertorials
	<ul style="list-style-type: none"> • Differentiating advertorials from advertisements
	<ul style="list-style-type: none"> • How and when did advertorials come into being and its recent

	examples
	<ul style="list-style-type: none"> Understanding the philosophy of advertorials
Unit 12	Paid News vs Fake News - II
	<ul style="list-style-type: none"> The significance of fake news
	<ul style="list-style-type: none"> How are fake news different from gossip?
	<ul style="list-style-type: none"> Recent examples of fake news and how they have impacted societies
	<ul style="list-style-type: none"> How to identify fake news?
Unit 13	Theories of Mass Communication
	<ul style="list-style-type: none"> Communication Models
	<ul style="list-style-type: none"> Personal Influence Theory
	<ul style="list-style-type: none"> Sociological Theories of Mass Communication
	<ul style="list-style-type: none"> Normative Theories of Mass Media
Unit 14	The Inverted Pyramid
	<ul style="list-style-type: none"> Origin of the term
	<ul style="list-style-type: none"> Definition of Inverted Pyramid
	<ul style="list-style-type: none"> Significance of the concept
	<ul style="list-style-type: none"> Evolution of IP

Paper 3

Course Name: Media Occupations and Functions

Course Code: MJMC03

Unit	Detailed Syllabus
Unit 1	News Reporter
	<ul style="list-style-type: none"> What does a reporter do?
	<ul style="list-style-type: none"> Formal Qualifications Required
	<ul style="list-style-type: none"> Reporting for print media – Job prospects and career growth
	<ul style="list-style-type: none"> Reporting for the Audio-Visual Medium - Job prospects and career growth
Unit 2	Sub-Editor
	<ul style="list-style-type: none"> What does a sub-editor do?
	<ul style="list-style-type: none"> Qualifications and Skills needed

	<ul style="list-style-type: none"> • Nuances of language and vocabulary
	<ul style="list-style-type: none"> • Giving Headlines
Unit 3	Editor
	<ul style="list-style-type: none"> • What is the Job of an Editor
	<ul style="list-style-type: none"> • Formal Qualifications needed
	<ul style="list-style-type: none"> • The responsibilities of an editor – Libel etc
	<ul style="list-style-type: none"> • Inside the newsroom
Unit 4	Photographer
	<ul style="list-style-type: none"> • What does a photographer do in a news organisation
	<ul style="list-style-type: none"> • Skills and qualifications needed to be a photojournalist
	<ul style="list-style-type: none"> • The ability to explain an image in words
	<ul style="list-style-type: none"> • What is a news photograph
Unit 5	Technology for Television
	<ul style="list-style-type: none"> • Introduction to television as a medium of Mass Communication ^[L]_[SEP]
	<ul style="list-style-type: none"> • Flow of work and terminologies for manpower allocation in a television channel ^[L]_[SEP]
	<ul style="list-style-type: none"> • Introduction to a News Reader ^[L]_[SEP]
	<ul style="list-style-type: none"> • Visuals and its importance for Television
Unit 6	Radio: Programming, Production
	<ul style="list-style-type: none"> • Radio as a medium of Mass Communication
	<ul style="list-style-type: none"> • Comparison of the Radio industry in India vis-a-vis other countries
	<ul style="list-style-type: none"> • Industry overview of the key Radio Channels in India
	<ul style="list-style-type: none"> • Introductions to Radio Programming
Unit 7	Radio: RJ, Podcast
	<ul style="list-style-type: none"> • Who is a Radio Jockey? Essential Skills
	<ul style="list-style-type: none"> • Legendary Radio Personalities
	<ul style="list-style-type: none"> • Introduction to Podcasts
	<ul style="list-style-type: none"> • Future of Radio in Digital Era
Unit 8	Blogging, Digital Mobile Publishing

	<ul style="list-style-type: none"> • Introduction to Blog
	<ul style="list-style-type: none"> • History and evolution of blogging and bloggers
	<ul style="list-style-type: none"> • Who is a blogger?
	<ul style="list-style-type: none"> • How to decide on the content of your blog
Unit 9	Designer - Illustration, Cartoonist, Graphic
	<ul style="list-style-type: none"> • Need for effective design in communication
	<ul style="list-style-type: none"> • Design for digital, video, audio and futuristic communication
	<ul style="list-style-type: none"> • When words are not enough, illustrations convey the message
	<ul style="list-style-type: none"> • Crunching GBs of data into a visual: Graphics
Unit 10	Advertising
	<ul style="list-style-type: none"> • Introduction to the term Advertising
	<ul style="list-style-type: none"> • Who does Advertising? Who needs it?
	<ul style="list-style-type: none"> • Communication Principles of Advertising
	<ul style="list-style-type: none"> • Introduction to Branding and Positioning
Unit 11	Public Relations & Corporate Communications
	<ul style="list-style-type: none"> • Introduction to the terms and differences between the two
	<ul style="list-style-type: none"> • Components of Public Relations
	<ul style="list-style-type: none"> • What is a PR Agency? What does it do?
	<ul style="list-style-type: none"> • Career Opportunities in PR: Entrepreneur - PR Agency
Unit 12	Social Media Marketing
	<ul style="list-style-type: none"> • Marketing in Social Media needs reorientation of skills
	<ul style="list-style-type: none"> • Using technology based SM platforms – Facebook, Twitter, Instagram and more.
	<ul style="list-style-type: none"> • It needs a strategy of audio, video and text
	<ul style="list-style-type: none"> • Generating engagement and handling backlash
Unit 13	Media Entrepreneurship
	<ul style="list-style-type: none"> • Days of Jobs and Freelance are changing into digital entrepreneurship
	<ul style="list-style-type: none"> • Content portals that feed others and self-run portals with own content
	<ul style="list-style-type: none"> • The art of surviving and thriving in low profit environments
	<ul style="list-style-type: none"> • Finding niche to grow
Unit 14	Screenwriting: Scripts, Lyrics, Dialogues
	<ul style="list-style-type: none"> • The essence of writing for the visual media

	<ul style="list-style-type: none"> • Think drama, think entertainment
	<ul style="list-style-type: none"> • Lyrics: Writing to the ‘meter’
	<ul style="list-style-type: none"> • Dialogues: Films and Docu Drama

Paper 4

Course Name: **Understanding the Society and Issues**

Course Code: MJMC04

Unit	Detailed Syllabus
Unit 1	Sociology - Understand the social systems
	<ul style="list-style-type: none"> • Indian Family system • Education • Castes and divisions of classes – Gender • Professional Agriculture, labour, etc
Unit 2	Religion
	<ul style="list-style-type: none"> • How Religion as a social phenomenon • The Church, The Temple and The Mosque • Religions Laws • History of religious strife in Indian subcontinent
Unit 3	Digital Sociology
	<ul style="list-style-type: none"> • How technology has impacted the society - its implications and future of human society • Evolution of communities under the impact of technological development
Unit 4	Indian Political Systems - I
	<ul style="list-style-type: none"> • Parliament system • Elections in India • Constitutional bodies of India • Political offices like PMO, Rashtrapati Bhawan, CMOs and Governors.
Unit 5	Indian Political Systems – II
	<ul style="list-style-type: none"> • Administrative • Parliament • Judiciary • Media
Unit 6	Indian Democratic Institutions
	<ul style="list-style-type: none"> • Roles of autonomous institutions like Election Commission • Process of Election • CAG - role and importance • Niti Aayog (Planning Commission • Law Commission of India • Human Rights Commission of India • Women's Commission of India • SC-ST Commission of India, Census operations
Unit 7	The Budget
	<ul style="list-style-type: none"> • Macro Economics and Micro-Economics • How Budget is prepared

	<ul style="list-style-type: none"> • Why is it important to know for journalists • Budget and Taxation
Unit 8	Economic Institutions
	<ul style="list-style-type: none"> • The World Bank • IMF (International perspectives) • Indian Economics institutions: RBI, Economics Research Bureau: their roles, history and importance
Unit 9	International affairs
	<ul style="list-style-type: none"> • How the world operates? • International institutions like UN, WHO, UNESCO, Red Cross • BRICS, NATO, ASEAN, SAARC, G-7 countries • Functions and impacts on the world order
Unit 10	Indian Social issues
	<ul style="list-style-type: none"> • Education (Primary Education, Secondary Education, University - Understand what is ailing it and what are the possible solutions)
Unit 11	Indian Social issues
	<ul style="list-style-type: none"> • Health (What ails India and how it can be cured? Manpower, infrastructure, urban rural issues and solutions)
Unit 12	Indian Socio Economic Issues
	<ul style="list-style-type: none"> • Agriculture • Monsoon
Unit 13	Indian Socio Economic Issues - Business and industry
	<ul style="list-style-type: none"> • Taxation: GST • Import Export Documentation
Unit 14	Indian Environmental
	<ul style="list-style-type: none"> • Indian policies and issues • Indian perspective on international treaties

Semester 2

Paper 1

Course Name: **Understanding the Society and Issues**

Course Code: MJMC05

Unit	Detailed Syllabus
Unit 1	Modifiers
Unit 2	Phrases
Unit 3	Sentences – I
Unit 4	Sentences - II
Unit 5	Error-free sentences

Unit 6	Constructing correct sentences - I
Unit 7	Constructing Correct Sentences – II
Unit 8	Composition Skills
Unit 9	Figures of Speech
Unit 10	Punctuation, Capitalisation and Ellipses
Unit 11	Essential Rules
Unit 12	The News Grammar
Unit 13	Paragraphs
Unit 14	Compositions Useful for Media

Paper 2

Course Name: Introduction to **Essential Social Sciences**

Course Code: MJMC06

Unit	Detailed Syllabus
Unit 1	Basics of Indian Mythology
Unit 2	Introduction to Indian Mythology – II
Unit 3	Sociology / Indian History
Unit 4	Modern Indian History
Unit 5	International Relations (Geopolitics)
Unit 6	Political Science
Unit 7	Theology + Symbolisms
Unit 8	Art Appreciation
Unit 9	Introduction to Archaeology
Unit 10	Basics of Philosophy
Unit 11	Introduction to Branches of Science
Unit 12	Introduction to Human Psychology
Unit 13	Anthropology
Unit 14	Artificial Intelligence

Paper 3

Course Name: **Reporting Skills: Text, Newspaper and Digital**

Course Code: MJMC07

Unit	Detailed Syllabus
Unit 1	Pre-Requisite: Critical Thinking
Unit 2	Understanding Reporting, what it does and purpose

Unit 3	Essential Skills needed for reporting - News Sense
Unit 4	Developing sources; Source maintaining; discretion
Unit 5	Objectivity, accuracy, verification and Balancing
Unit 6	Areas of reporting for local and traditional coverage - Beats for Routine Coverage
Unit 7	Press Conferences and quick bites
Unit 8	Interviews and One-on-ones
Unit 9	Do's and Don'ts for reporters
Unit 10	Areas of Interest for digital - global, featurish, breaking news etc
Unit 11	Emerging types of reporting
Unit 12	Specialisations - Investigative etc
Unit 13	Event coverage
Unit 14	Reporting and Social Media

Paper 4

Course Name: **Social Media: Content and Marketing**

Course Code: MJMC08

Unit	Detailed Syllabus
Unit 1	Social Media: Definition, Concepts and History
	<ul style="list-style-type: none"> • Introduction to the concept of social media • how it has changed since it started becoming a dominant force. • What is and what is not social media • Experiments that failed to cut ice.
Unit 2	Global Scenario
	<ul style="list-style-type: none"> • The prevailing global trends in different regions of the world. • Social media scenes in non-English-speaking regions especially China and Russia. • The holding patterns of social media behemoths and their place in the larger start-up world.
Unit 3	Indian Scenario
	How the social media scene in India developed and changed Financial aspects Numbers on users, usage, revenue
Unit 4	Social Media as Content Platform
Unit 5	Digital Strategy, Social Media and Technology
Unit 6	Social Media, Governance and Political Branding
Unit 7	Social Media and Brand Management
Unit 8	Social Media and Public Campaigns
Unit 9	Social Media Influencers
Unit 10	Expenditure on Social Media Outreach
Unit 11	Earning through Social Media
Unit	Social Media, Law and Ethics

12	
Unit 13	Case Studies
Unit 14	Future of Social Media

Semester 3

Paper 1: **From the cutting edge- Digital Journalism, Social Media, Immersive Media and MoJo – Mobile Journalism**

Unit 1	Foundations of Digital Medium
Unit 2	Understanding the digital audience
Unit 3	Journalism in the digital world
Unit 4	Digital Journalism vs Legacy media
Unit 5	Social media and Journalism
Unit 6	Video for the web, not the same as TV
Unit 7	Convergence
Unit 8	Blogging
Unit 9	New Realities: AR, VR and MR
Unit 10	Data Journalism
Unit 11	Radio and Podcast
Unit 12	Monetising Content: How content generates revenue
Unit 13	Mobile Journalism
Unit 14	Journalism and Artificial Intelligence
Paper 2	Media Ethics and Challenges
Unit 1	Ethics, Morals & Values - Definition and Contemporary Understanding
Unit 2	Introduction to Ethical thinking + Wrong, improper, illegal, immoral, inappropriate
Unit 3	Understanding Ethics, Why do they matter - Tenets of Ethics - Honesty,

	accuracy, diversity, compassion, independence, accountability
Unit 4	Media as upholder of Values
Unit 5	Regulation and Self-Regulation, Industry and Quasi government institutes
Unit 6	Personal conscience, Trust and Deceit, misleading and misinforming
Unit 7	Connections, Financial Pressure, Self-Censorship and Ethical dilemmas
Unit 8	Conflict of Interest
Unit 9	How to solve the moral dilemma: Balancing Act
Unit 10	Privacy vs transparency
Unit 11	Sensationalisation vs Sensitivity
Unit 12	Corrections and Clarifications
Unit 13	Plagiarism, Verification and Attribution
Unit 14	The Freedom of Expression and Media Laws in India
Paper 3	Reporting Skills: Audio-Visual Media (TV, Radio and Digital AV/ Podcast)
Unit 1	Understanding Broadcast: How a TV news channel works
Unit 2	Think Visual: Reporting for the visual medium
Unit 3	Planning & Ordering: Elements of Storyboard
Unit 4	Conduct of TV reporter in field
Unit 5	Writing the script for your news story
Unit 6	Documentary Film-making
Unit 7	Radio Journalism: News on the airwaves - global scenario
Unit 8	Reporting skills needed for Radio Journalism
Unit 9	The essentials of Radio interviewing and debates
Unit 10	Community Radio

Unit 11	How to create news & special news / debates videos for web
Unit 12	News Podcasts: The essentials
Unit 13	How to generate News content for AR
Unit 14	How to generate News content for VR
Paper 4	Types of Writing
Unit 1	News Reports
Unit 2	Digital Reports
Unit 3	TV Scripts
Unit 4	Copywriting for Advertising
Unit 5	Business Reports
Unit 6	Feature Reports
Unit 7	Column
Unit 8	Analysis
Unit 9	Travelogues
Unit 10	Interviews
Unit 11	Long Form
Unit 12	Business Writing
Unit 13	Research Papers
Unit 14	Writing for non-news visual medium

Semester 4

Paper 1

Course Name: **Editing - Production for TV, Sub-editing text, Radio and Digital**

Course Code: MJMC13

Unit	Detailed Syllabus
Unit 1	What is News Editing?
Unit 2	Style - why use a style book

Unit 3	Copy Editing
Unit 4	Fact Checking and verification
Unit 5	Revision and Rewriting
Unit 6	Demystifying 'The Desk': Tasks and Responsibilities
Unit 7	Legal and Ethical aspects of sub-editors
Unit 8	Post Production for TV - Concept of Output Desk + Planning a Bulletin
Unit 9	From Storyboard to RFA: Various stages of processing
Unit 10	Research, History, Perspective, Data, Special Effects et al to add value
Unit 11	Podcasts
Unit 12	Radio Programming
Unit 13	Voice Overs: Radio and Commercial promotions
Unit 14	Editing for Books

Paper 2

Course Name: **Specialisations of Journalism (Beat Reporting)**

Course Code: MJMC14

Unit	Detail Syllabus
Unit 1	Crime and Legal
Unit 2	Politics, Government and bureaucracy
Unit 3	Civic and Urban Issues
Unit 4	Gonzo Journalism
Unit 5	Education
Unit 6	Defence Journalism, War Reporting
Unit 7	Business, Finance and Markets
Unit 8	International Relations
Unit 9	Environment, Wildlife, Science
Unit 10	Health, Wellness, Food
Unit 11	Culture - Arts, Dance, Theatre, Entertainment - Films, Fashion
Unit 12	Sports
Unit 13	Developmental Journalism
Unit 14	Travel Reporting and Travelogues

Paper 3

Course Name: **New Age Storytelling**

Course Code: MJMC15

Unit	Detailed Syllabus
Unit 1	Story of Storytelling

Unit 2	Reimagining Storytelling in the Digital Age
Unit 3	Process: Technology, Technique, Reach
Unit 4	Audience: Creator, Consumer & Narrator
Unit 5	Platforms & Resource for Online Storytelling
Unit 6	Offline Storytelling
Unit 7	Gaming
Unit 8	Branding
Unit 9	Non-Fiction
Unit 10	Fiction
Unit 11	Glocal Storytelling
Unit 12	NAST as industry
Unit 13	Story of the Future
Unit 14	Narratives

Paper 4

Course Name: **Filmmaking**

Course Code: MJMC18

Unit	Detail Syllabus
Unit 1	Films as Art: Creativity, Technology, Business <ul style="list-style-type: none"> • The Art of Film • Science/Mechanics of the Movie • Production of a Movie – Scripting and Funding, Preparation, Shooting, Assembly • Roles in Film Production • Modes of Production • Distribution and Exhibition • Websites and DVDs
Unit 2	Film Form <ul style="list-style-type: none"> • Film as Form • Form as System • Form vs. Content • Form as Feeling and Meaning • Conventions and Experience • Websites and DVDs
Unit 3	Narrative Filmmaking <ul style="list-style-type: none"> • Plot and Story • Cause and Effect • Time • Space • Analysis of a Film from Narrative Point of View • Websites and DVDs

Unit 4	Mis-en-Scene
	<ul style="list-style-type: none"> • What is mise-en-scene? • Aspects of Mise-en-scene – Staging, Setting, Lighting, Costume and Makeup • Time and Space in Mise-en-scene • Narrative function of Mise-en-Scene • Websites and DVDs
Unit 5	Cinematography
	<ul style="list-style-type: none"> • The Photographic Image • Grammar of the Shot • Five Cs • Painting with Light • Color in Visual Storytelling • Websites and DVDs
Unit 6	Editing
	<ul style="list-style-type: none"> • Dimensions of Film Editing • Grammar of the Edit • Continuity Editing • Alternatives to Continuity Editing • Decisive Moment • Websites and DVDs
Unit 7	Sound
	<ul style="list-style-type: none"> • Art of Sound • Fundamentals of Film Sound • Dimensions of Film Sound • Sound Analysis of a Film • Websites and DVDs
Unit 8	Cinematic Style
	<ul style="list-style-type: none"> • The concept of Style • Analyzing Film Style • Style and the Filmmaker • Style and the Audience • Stylistic Analysis of a Film • Website and DVDs
Unit 9	Film Genres
	<ul style="list-style-type: none"> • Understanding genre • Defining a genre • Genre History • Social Functions of Genre • Film Analysis of a specific Genre • Websites and DVDs
Unit 10	Documentary, Experimental and animated Films
	<ul style="list-style-type: none"> • Documentary as a Concept • Types of Documentaries

	<ul style="list-style-type: none"> • The Thin Line • Forms within Documentaries • Experimental Film • Animated Film • Websites and DVDs
Unit 11	Film Criticism
	<ul style="list-style-type: none"> • Classical Narrative • Alternative Narratives • Documentary form and style • Form Style and Ideology • Websites and DVDs
Unit 12	Writing a Critical Analysis of Films
	<ul style="list-style-type: none"> • Developing a thesis • Segmenting a Film • Outstanding instances of Film technique • Organizing and Writing • Sample Analysis • Websites and DVDs
Unit 13	World Cinema
	<ul style="list-style-type: none"> • Early Cinema • Classical Cinema • German Expressionism • French Impressionism and Surrealism • Soviet Montage • Italian Neorealism • French New Wave • Indian Cinema • Independent Filmmaking/Contemporary Indian Cinema • Websites DVDs
Unit 14	Producing a Film
	<ul style="list-style-type: none"> • What does a Producer do • Skills required to be a Producer • Training required to be a Producer • Producer's role during Pre-Production • Producer's role during Production • Producer's role during Post-production • Marketing and Distribution • Revenue generation • Producing as a Career option • Websites and DVDs

PART- III

CENTER LIST

CENTER LIST (MASTER DEGREE PROGRAMME)				
No.	Courses	Center Code	Study Center	Contact
1.	MJMC, MHD, MSO, MGT, MLIS	0001	Dr. Babasaheb Ambedkar Open University, Jyotirmay Parisar, Sarkhej-Gandhinagar Highway, Chharodi, Ahmedabad - 382 481.	--
2.	MJMC, MHD, MSO, MGT, MLIS	0101	L.D.Arts College, Amrut Modi School of Management Campus, Opp. Andhajan Mandal, Vastrapur, Ahmedabad-380015	- Emailbaou.0101@baou.edu.in
3.	MJMC, MHD,	0102	Smt. A. P. Patel Arts College & Late Shri N. P. Patel Commerce College, Naroda, Ahmedabad-382330.	Pro. Incharge Shri J.B.Patel Mobile9978408702, 9825054490 Emailbaou.0102@baou.edu.in
4.	MJMC, MHD, MSO, MGT	0111	Shri D. C. M. Arts & Commerce College, Viramgam, Dist. Ahmedabad-382150.	Co-Ordinator Shri Vipul Rajpuria Mobile9978408705, 9428043850 Emailbaou.0111@baou.edu.in
5.	MJMC, MGT.	0121	Shri H.K. Arts College, Ashram Road, Ahmedabad-380009.	Co-Ordinator Shri Subhasbhai Brahmbhat Mobile9978408708,

				9898718969, 9824251430 Emailbaou.0121@baou.edu.in
6.	MJMC, MHD, MSO, MGT	0127	Shri Swaminarayan Arts College, Shah-e-alam, Tolnaka, Gita Mandir Road, Ahmedabad-380022.	Co-Ordinator Shri D.D. Vekariya Mobile9426186980 Emailbaou.0127@baou.edu.in
7.	MJMC, MHD, MSO, MGT	0128	Umiya Arts College Bhagwat Vidyapith Road, Near Sarkhej - Gandhinagar Highway, Sola, Ahmedabad, Gujarat 380060	Dr. Rameshbahadur Singh S Kshatriya, DR. MANISH CHUDASAMA Mobile9998931902, 8460569771 Emailbaou.0128@baou.edu.in
8.	MJMC, MHD, MSO, MGT	0150	Hindi Bhasha Prachar, C/o Sheth C.L. Commerce College, Nr. Church, Opp. Sonaria Block, Rakhial Road, Ahmedabad-380021.	Pro. Incharge Shri H.G. Agraval Mobile9978408715, 9426356575 Emailbaou.0150@baou.edu.in
9.	MJMC, MHD, MSO, MGT	0175	Gujarat Arts & Science College, Ellisbridge, Ahmedabad-380006.	Co-Ordinator Shri A.S. Rothod Mobile9824514744 Emailbaou.0175@baou.edu.in
10.	MJMC, MHD, MSO, MGT, MLIS	0179	SILVER OAK COLLEGE OF ENGINEERING AND TECHNOLOGY, AHMEDABAD,382481	- Emailbaou.0179@baou.edu.in
11.	MJMC, MHD, MSO, MGT	0204	Smt. Santaben Haribhai Gajera, Shaikshanik Sankul, Chakkargadh Road, Amreli-365601.	Pro. Incharge Dr. V.M. Ramani Emailvimalkamani@rediffmail. com, www.amrelisankul.org

12.	MJMC, MHD, MSO, MGT	0205	Shri G.M. Bilakhia College of Arts & Commerce College, At. Vanda, Ta. Savarkundla, Dist. Amreli-367525.	Pro. Incharge Shri P.P. Bhaliya Mobile9978408723, 9998912528, 9879461313 Emailbaou.0205@baou.edu.in
13.	MJMC, MHD, MSO, MGT	0219	Amreli Sub Jail, Amreli-365601.	Pro. Incharge Shri K.R. Teraiya Emailbaou.0219@baou.edu.in
14.	MJMC, MHD, MSO, MGT	0220	Government Arts and Commerce College, Jafarabad, Amreli- 365540	- Emailbaou.0220@baou.edu.in
15.	MJMC, MHD, MSO, MGT, MLIS	0401	Nalini-Arvind & T.V. Arts College, At & Po. Vallabh Vidyanagar, Dist. Anand-388120	Dr. M.G. Mansuri / Dr. B.M. Zala / Dr. M.D. Mishra Mobile9825018196 / 9316686628 Emailbaou.0401@baou.edu.in
16.	MJMC, MHD, MGT	0416	Patel J.B.R. Arts, Patel A.M.R. Commerce & Patel J.D.K.D. Science College, Near Civil Court, At. Borsad, Dist. Anand-388450.	Pro. Incharge Shri V.N. Bhoi Mobile9428490388 Emailbaou.0416@baou.edu.in
17.	MJMC, MHD, MSO, MGT	1701	Shri S. K. Shah & Shrikrushan O. M. Arts College, At. Ta. Modasa, Dist. Sabarkantha-383315.	Co-Ordinator Dr. P.R. Sinh Mobile9727612356 Emailbaou.1701@baou.edu.in
18.	MJMC, MHD, MSO, MGT	1708	Arts College, At. Shamlaji, Ta. Bhiloda, Dist. Arvalli(N.G.)	Emailbaou.1708@baou.edu.in
19.	MJMC, MGT	1710	Mahila Arts & Commerce College, Dhansura, Sabarkantha	Gopalkrishna Solanki Mobile9426333438 Emailbaou.1710@baou.edu.in

20.	MJMC, MHD, MSO, MGT	1732	Modasa Sub Jail, At. & Po. Modasa, Dist. Arvalli	Pro. Incharge Shri S.S. Panchal Emailbaou.1732@baou.edu.in
21.	MJMC, MHD, MSO, MGT	1734	Government Arts & Commerece College, At.Ta. MJMChraj, Arvalli	-Emailbaou.1734@baou.edu.in
22.	MJMC, MHD, MSO, MGT,MLIS	1001	Nutan Bharti, At.& Po. Madana(Gadh), Dist. Banaskantha-385519.	Co-Ordinator Dr. K.R. Vohra Mobile9428757532, 9427262957 Emailbaou.1001@baou.edu.in
23.	MJMC, MHD, MSO, MGT,MLIS	1002	R. R. Mehta College of Science & C.L. Parikh College of Commerce, At & Po.Palanpur, Dist. Banaskantha-385001.	Co-Ordinator Shri M.M. Chaudhry Mobile9428023124 Emailbaou.1002@baou.edu.in
24.	MJMC, MHD, MSO, MGT	1016	Shri U. H. Chaudhari Arts College, Vadgam, Palanpur Highway, Banaskantha	- Emailbaou.1016@baou.edu.in
25.	MJMC, MHD, MSO, MGT	1021	Palanpur District Jail, At & Po.Palanpur, Dist. Banaskantha.	Pro. Incharge Shri J.R. Taral Emailbaou.1021@baou.edu.in
26.	MJMC, MHD, MSO, MGT	1027	Government Arts College Amirgadh (Sarkari Vinayan College, Amirgadh)	Co-Ordinator
27.	MJMC, MHD, MSO, MGT	1029	Shri Ambaji Commerce College, Danta Road, Kumbhariya-Ambaji, Ta. Danta, Dist. Banaskantha	-
28.	MJMC, MHD, MSO, MGT	1030	A.P. Trivedi Arts, Commerce and Science College, Khorda, Po. Jetda, Thrad-Dessa Highway, Ta. Tharad, Dist, Banaskantha-385535	-

29.	MJMC, MHD, MSO, MGT	1112	Bharuch Sub Jail, Bharuch-390002.	Pro. Incharge Shri D.D. Prajapati Mobile9426759111 Emailbaou.1112@baou.edu.in
30.	MJMC, MHD, MSO, MGT, MLIS	1201	Shikshan Shashtra Bhavan, Near University Karyalay, Bhavanagar University, Bhavnagar-364002.	Co-Ordinator Shri J.P. Maiyani Emailbaou.1201@baou.edu.in
31.	MJMC, MHD, MSO, MGT, MLIS	1209	K.R. DOSHI BSW COLLEGE, PLOT NO. 1335, K.R. DOSHI VIDYA SANKUL, OPP- TV KENDRA, BHAVNAGAR	-
32.	MJMC, MHD, MSO, MGT	1220	Bhavnagar District Jail, Bhavnagar.	Pro. Incharge Shri M.I. Shekh Mobile9727430342, 9898251993 Emailbaou.1220@baou.edu.in
33.	MJMC, MHD, MSO, MGT	1223	Gopinathji Mahila Arts and Commerce College, Sihor, Bhavnagar	-Emailbaou.1223@baou.edu.in
34.	MJMC, MHD, MSO, MGT, MLIS	0901	Navjivan Arts & Commerce College, Jhalod Road, Dahod-389151	Co-Ordinator Shri G.G. Sangada Mobile9978408755, 9879159020 Emailbaou.0901@baou.edu.in
35.	MJMC, MHD, MSO, MGT	0902	Y. S. Arts K. S. Shah Commerce College, At. & Po. Devgadhi Bariya, Dist. Dahod-389380.	Pro. Incharge Shri R.N. Suthar Mobile9427492471, 9426353320, 9228219426 Emailbaou.0902@baou.edu.in

36.	MJMC, MHD, MSO, MGT	0907	Co-ordinator, Gurjar Bharti Mahila B.Ed. College, Manorath Banglow,Prakruti Nagar,Dahod-389151.	Shri Anilbhai Matabhai Paragi Emailbaou.0907@baou.edu.in
37.	MJMC, MHD, MSO, MGT	0501	Government Arts College, Sector-15, Gandhinagar-382016.	Co-Ordinator Shri N.H. Mistry Emailbaou.0501@baou.edu.in
38.	MJMC, MHD, MSO, MGT	0510	Shri P.H.G. Municipal Arts & Science College,Near Ambikanagar highway,Vakhariya Campus, Kalol, Dist. Gandhinagar-382721.	Co-Ordinator Dr. H.K. Solanki Mobile9979031668 Emailbaou.0510@baou.edu.in
39.	MJMC, MSO, MGT	0529	Shri P.K. Chaudhari Mahila Arts College, Sector-7, Gandhinagar-382007.	Pro. Incharge Smt. Gitaben Chaudhry Mobile9978408743, 9824745250 Emailbaou.0529@baou.edu.in
40.	MJMC, MHD, MSO, MGT	0731	Shri Swaminarayan B.Ed. College, At.Po. Prabhas-Patan, Ta. Veraval, Dist. Gir Somnath	- Emailbaou.0731@baou.edu.in
41.	MJMC, MHD, MSO, MGT	0612	Jamnagar District Jail, Jamnagar-361008.	Pro. Incharge Shri N.G. Baria Emailbaou.0612@baou.edu.in
42.	MJMC, MHD, MSO, MGT	0613	Vidyasagar Infotech College, Silver Plaza, 7 Patel Colony, Nr. Deep Bhavan, Jamnagar - 361008	- Emailbaou.0613@baou.edu.in
43.	MJMC, MHD, MSO, MGT	0701	Shri Shardagram Arts & Commerce College, At.Ta. Mangrol, Dist. Junagadh-362225.	Co-Ordinator Dr. H.D. Zankat Mobile9978408746, 9898272742, 9904129337 Emailbaou.0701@baou.edu.in

44.	MJMC, MHD, MSO, MGT	0710	Shri K.D.Barad Smark Sanchalit Arts & Computer Science College,Mu.Shiloj, Kodinar Highway,Ta.Una, Ji.Junagadh-362540	Pro. Incharge Shri V.P. Barad Mobile9978408748, 9974662966, 9904114907 Emailbaou.0710@baou.edu.in
45.	MJMC, MHD, MSO, MGT	0715	Shri Sardar Patel Education Trust Sanchalit Mahila Arts & Commerce College, Joshipura, Dist. Junagadh-362002.	Sanjaykumar G. Dhanani Mobile7383601125 Emailbaou.0715@baou.edu.in
46.	MJMC, MHD, MSO, MGT	0716	Smt. V. M. Chandra Arts College, At. Loej, Ta. Mangrol, Dist. Junagadh-362225.	Pro. Incharge Shri R.K. Vada Mobile9978408750, 9978056662, 9824514215 Emailbaou.0716@baou.edu.in
47.	MJMC, MHD, MSO, MGT	0412	Shri Virpur Mahila Utkarsh Mandal, At. Virpur, Dist. Kheda-388265.	Pro. Incharge Smt. Lilaben B. Mobile9925163115 Emailbaou.0412@baou.edu.in
48.	MJMC, MHD, MSO, MGT	0418	Kheda Arts College, Nationl highway No.8, Kheda-387411.	Co-Ordinator Shri Dineshchandra C. Bhatt Mobile9428647172 Emailbaou.0418@baou.edu.in
49.	MJMC, MHD, MSO, MGT	0431	Nadiad District Jail, At. Nadiad, Dist. Kheda-387002.	Pro. Incharge Shri N.A. Desai Mobile9909014796 Emailbaou.0431@baou.edu.in
50.	MJMC, MHD, MSO, MGT	0432	C.B.Patel Arts College, College Campas, College road, At. Nadiad, Dist. Kheda-387001.	Pro. Incharge Dr. M.R. Patel Mobile9824043050 Emailbaou.0432@baou.edu.in

51.	MJMC, MHD, MSO, MGT	0434	Government Arts & Commerce College, Kathlal, Dist. Kheda	- Email0434@baou.edu.in
52.	MJMC, MHD, MSO, MGT, MLIS	0301	J.B. Thakkar College of Commerce, At & Po. Bhuj, Dist. Kutch-370001.	Co-Ordinator Pro. Sarang Dave Mobile9429810822 Emailbaou.0301@baou.edu.in
53.	MJMC, MHD, MSO, MGT, MLIS	0302	Tolani Commerce College, At. Adipur, Dist. Kutch- 370001.	Co-Ordinator Prof. Gaurav Thakor Mobile8732939627 Emailbaou.0302@baou.edu.in
54.	MJMC, MGT, MSO, MHD	0304	Sheth Surji Vallabhdas Arts and Commerce College, Nagalpur Road, Mandvi-Kutch	Pro. Incharge Dr. Chandrakant Patel Mobile9904038620, 9824878123 Emailbaou.0304@baou.edu.in
55.	MJMC, MHD, MSO, MGT	0308	Bhuj Palara Jail, At & Po. Bhuj, Dist. Kutch.	Pro. Incharge Shri S.R. Rabari Emailbaou.0308@baou.edu.in
56.	MJMC, MHD, MSO, MGT	0309	Shri S.D. Shethiya College of Education, Mundra, Kutch	-Emailbaou.0309@baou.edu.in
57.	MJMC, MHD, MSO, MGT, MLIS	1301	Municipal Arts & Science College, At & Po. Nagalpur, Dist. Mahesana-384002.	Co-Ordinator Shri V.J. Vaidh Emailbaou.1301@baou.edu.in
58.	MJMC, MHD, MSO, MGT	1302	The Kheralu Nagrik Sahkari Bank Limited, Arts & Commerce College, At & Po. Kheralu, Dist. Mahesana-384325.	Co-Ordinator Dr. N.K. Vankar Mobile9978408776, 9825268183, 9429319109

				Emailbaou.1302@baou.edu.in
59.	MJMC, MHD, MSO, MGT	1304	Shri M. M. Shah Mahila Arts College, Opp. Petrol Pump, At. & Po. Kadi, Dist. Mahesana-382615.	Co-Ordinator Dr. P.V. CHAUDHARI Mobile9427677331 Emailbaou.1304@baou.edu.in
60.	MJMC, MHD, MGT, MLIS	1310	Shri Sarvjanik Kelvani Mandal, Vidya Sankul, Near Arvind Baug, Dist. Mahesana-384001.	Shri Ghanshyambhai k. Gadhvi Mobile7490808290 Emailbaou.1310@baou.edu.in
61.	MJMC, MHD, MSO, MGT	1313	Smt. R. M. Prajapati Arts College, At.& Po. Satlasna, Dist. Mahesana-384330.	Pro. Incharge Shri J.N. Barot Mobile9586326111,9426362329 Emaildryayeshbaror@yahoo.co.in artscollegesatlasana@gmail.com
62.	MJMC, MHD, MSO, MGT	1331	Mahesana District Jail, Mahesana-380002.	Pro. Incharge Shri I.V. Chaudhry Mobile9825492131 Emailbaou.1331@baou.edu.in
63.	MJMC, MHD, MSO, MGT	1333	M. N. College, Visnagar, Mahesana	-Emailbaou.1333@baou.edu.in
64.	MJMC, MHD, MSO, MGT, MLIS	1335	Revaba Sarvjanik Education college, Maheshana	-Emailbaou.1335@baou.edu.in
65.	MLIS, MJMC, MHD, MSO, MGT	1336	Suvidha Education Trust,Heduva(Rajgar), Becharaji Road,Ta.Dist. Mehsana-384002	-Emailbaou.1336@baou.edu.in

66.	MJMC, MHD, MSO, MGT	1337	Utthan, B.S.W. College, Veda, Mehsana-382855	-Emailbaou.1337
67.	MJMC, MHD, MSO, MGT	1338	Shri Amardeep Educational Trust Sanchalit B. Ed College, Pilvai, Vijapur, Mahesana 382850	-Emailbaou.1338@baou.edu.in
68.	MJMC, MHD, MSO, MGT	1735	Kamlaben Chhabildas Sheth Arts College, At. Ta. Birpur, Dist. Mahisagar	-
69.	MJMC, MHD, MSO, MGT	1739	C. & S. H. Desai Arts and L. K. L. Doshi Commerce College, Balasinor, Mahisagar	-
70.	MJMC, MHD, MSO, MGT	1446	Matrushri Vrajkuvarben Maganlal Maheta, Technical, At. Po. Ta. Vankaner, Morbi	-Emailbaou.1416@baou.edu.in
71.	MJMC, MHD, MSO, MGT	1449	Parangat B.Ed. College, Maharshi Gurukul Campus, Ranakpur Road, Halvad, Dist. Morbi-363330	-Emailbaou.1449@baou.edu.in
72.	MJMC, MHD, MSO, MGT	1523	Rajpipla Sub Jail, At. Rajpipla, Dist. Narmada.	M. L. Gamara Mobile9228220554 Emailbaou.1523@baou.edu.in
73.	MJMC, MHD, MSO, MGT	2301	M. R. Arts & Sci. College, Rajpipla, Dist. Narmada-393145.	Co-Ordinator Shri K.B. Shidha Mobile8866861697 Emailbaou.2301@baou.edu.in
74.	MJMC, MHD, MSO, MGT	1023	Navsari Sub Jail, Navsari-396445.	Pro. Incharge Shri L.M. Rathod Emailbaou.1023@baou.edu.in
75.	MJMC, MHD, MSO, MGT	0908	Godhara Sub Jail, At. Godhara, Dist. Panchmahal-389001.	Pro. Incharge Shri H.D. Gameti <u>Emailbaou.0908@baou.edu.in</u>

76.	MJMC, MHD, MSO, MGT, MLIS	1601	Shri Sarvjanik Commerce College, At. & Po. Godhra, Dist. Panchmahal-389001.	Co-Ordinator Shri G.H. Dave Mobile9978408531, 9427492183, 9879554946 Emailbaou.1601@baou.edu.in
77.	MJMC, MSO, MGT	1603	M. M. Gandhi Arts & Commerce College, At. Ta. Kalol, Dist. Panchmahal-389330.	Pro. Incharge Shri I.P. Mekvan Mobile9978408532, 9426339493, 9825994944 Emailbaou.1603@baou.edu.in
78.	MJMC, MHD, MSO, MGT	1604	Adivasi Arts & Commerce College, At. Ta. Santrampur, Dist. Panchmahal-389260.	Pro. Incharge Shri I.L. Rathva Mobile9428461664 Emailbaou.1604@baou.edu.in
79.	MJMC, MHD, MSO, MGT	1003	Shri T.A. Arts & J.V. Commerce College, Kandla Highway, At. & Po. Radhanpur, Dist. Patan-40.	Co-Ordinator Dr. C.M. Thakkar Mobile9978408757, 9825915116 <u>Emailbaou.1003@baou.edu.in</u>
80.	MJMC, MHD, MSO, MGT	2401	C/O Department of Mathematics, Hemchandracharya North Gujarat University Campus, Patan- 384265	Co-Ordinator Shri M.B. Prajapati Mobile9879875230 Emailbaou.2401@baou.edu.in
81.	MJMC, MHD, MSO, MGT	2412	Government Arts and Commerce College, At.Po. Sami, Patan	Emailbaou.2412@baou.edu.in
82.	MJMC, MHD, MSO, MGT	2413	Shri Akhil Anjana Kelvani Mandal (Shri Adarsh Science College), Patan	Emailbaou.2413@baou.edu.in

83.	MJMC, MSO, MGT	2414	Mahrshidayanad Arts and Commerce College, Baspa, Ta-Sami, Dist-Patan 384245	Emailbaou.2414@baou.edu.in
84.	MJMC, MHD, MSO, MGT	2415	Jethiba K. Patel Arts College & B. A. Patel & D. B. Vyas Commerce College, Ruppur-Chansasma, Di. Patan-384220	-Emailbaou.2415@baou.edu.in
85.	MJMC, MHD, MSO, MGT	2416	Patan Sub Jail, Patan-384265	-Emailbaou.2416@baou.edu.in
86.	MJMC, MHD, MSO, MGT	1904	Porbandar District Jail, Porbandar.	Pro. Incharge Shri H.B. Rajrav Emailbaou.1904@baou.edu.in
87.	MJMC, MHD, MSO, MGT, MLIS	1401	Regional Centre Rajkot Besides Department of History, Saurashtra University, Rajkot	Co-Ordinator Shachi Bhatt Mobile+91 99784 08904, +91 94082 74320 Emailbaou.1401@baou.edu.in
88.	MJMC, MHD, MSO, MGT	1413	Shri Haribapa Che. Trust Sanchalit Arts Commerce College, Maninagar, Lati Plot, At. & Po. Jasdan, Dist.Rajkot-360050.	Pro. Incharge Shri S.R. Bhatt Mobile9978408522, 9479180164, 9426165327 Emailbaou.1413@baou.edu.in
89.	MJMC, MHD, MSO, MGT	1439	Rajkot District Jail, Rajkot-360001.	Pro. Incharge Shri S.I. Vora Emailbaou.1439@baou.edu.in
90.	MJMC, MHD, MSO, MGT	1440	Morbi Sub Jail, At. & Po. Morbi, Dist.Rajkot.	Pro. Incharge Shri V.B. Chuhan Emailbaou.1440@baou.edu.in
91.	MJMC, MHD, MSO, MGT	1441	Gondal Sub Jail, At. & Po. Gondal, Dist. Rajkot.	Pro. Incharge Shri R.K. Thakor Emailbaou.1441@baou.edu.in

92.	MJMC, MHD, MSO, MGT	1443	Shri Arjunlal Hirani College of Journalism & Performing Arts, At.Po. Rajkot, Ta.Dist. Rajkot	-
93.	MJMC, MHD, MSO, MGT	1445	Shri G.K. & C.K. Bosmiya Arts & Commerce College, Jetpur, Rajkot	-Emailbaou.1445@baou.edu.in
94.	MJMC, MHD, MSO, MGT,MLIS	1448	1448-Geetanjali Institute Of Education, At Geetanjali Bhavan, Ajanta Park,Sadhu Vasvani Road, Rajkot-360002	-Emailbaou.1448@baou.edu.in
95.	MJMC, MHD, MSO, MGT	1450	1450-Smt.R. P. Bhalodia Mahila Arts, Commerce & Shree N. P. Bhalodia Science College,Kolki Road, Ta- Upleta,Dist- Rajkot-360490	-Emailbaou.1450@baou.edu.in
96.	MJMC, MHD, MSO, MGT	1702	Idar Anjna Patidar H. K. M. Arts & P. N. Patel Commerce College, At. & Po. Idar, Dist. Sabarkantha-383430.	Co-Ordinator Shri H.B. Pandya Mobile9104143072 Emailbaou.1702@baou.edu.in
97.	MJMC, MHD, MSO, MGT	1703	Sheth H. P. Arts & Talod S. M. Commerce College, At. Ta. Talod, Dist. Sabarkantha-383215.	Co-Ordinator Shri K.J. Desai Mobile9426354151 Emailbaou.1703@baou.edu.in
98.	MJMC, MHD, MSO, MGT, MLIS	1704	D. D. Thakar Arts & K. J. Patel Commerce College, At. Ta. Khedbrahma, Dist. Sabarkantha-383255.	Pro. Incharge Shri Rohit Desai Mobile9427364153 Emailbaou.1704@baou.edu.in
99.	MJMC, MHD, MSO, MGT	1709	Co-ordinator,S.S Mehta arts & M.M.Patel Commerce College, Himmatnagar	Dr. Arvind K. Patel Mobile9428642049 Emailbaou.1709@baou.edu.in
100.	MJMC, MHD, MSO, MGT	1731	Himatnagar Sub Jail, At. & Po. Himatnagar, Dist.	Pro. Incharge Shri R.S. Bhuriya

			Sabarkantha.	Mobile9825681269 Emailbaou.1731@baou.edu.in
101.	MJMC, MHD, MSO, MGT	1733	M.M. Chaudhari Arts College, Rajendranagar, Sabarkantha	- Emailbaou.1733
102.	MJMC, MHD, MSO, MGT	1736	Government Arts & Commerce College, Jadar, Ta. Idar, Dist. Sabarkantha	-
103.	MJMC, MHD, MSO, MGT	1737	Arts College Androkha, At.Po. Androkha, Ta. Vijaynagar, Dist. Sabarkantha	-
104.	MJMC, MHD, MSO, MGT	1738	Asian Institute of Technology, At.Po.Ta. Vadali, Sabarkantha	-Emailbaou.1738@baou.edu.in
105.	MJMC, MHD, MSO, MGT	1740	Experimental College of Education, Railway, Station Rd, Prantij, Dist-Sabarkatha-383205	-Emailbaou.1740@baou.edu.in
106.	MJMC, MHD, MSO, MGT	1801	Sir K. P. College of Commerce, Athva Lines, Surat- 395001.	Co-Ordinator Shri S.R. Vasave Mobile9429015187 Emailbaou.1801@baou.edu.in
107.	MJMC, MHD, MSO, MGT	1818	Surat District Jail, Surat.	Pro. Incharge Shri M.D. Doshi Mobile9825220313 Emailbaou.1818@baou.edu.in
108.	MJMC, MHD, MSO, MGT	1828	J.Z. Shah Arts & H.P. Commerce College, Amroli, Surat	-Emailbaou.1828@baou.edu.in
109.	MJMC, MHD, MSO, MGT	1829	Government Science College, Vankal, Surat	-Emailbaou.1829@baou.edu.in

110.	MJMC, MHD, MGT	1831	1831-Agarwal Vidya Vihar English Medium College, Vesu-Abhwa Road, Surat-395007	-Emailbaou.1831@baou.edu.in
111.	MJMC, MHD, MSO, MGT	2001	Shri M. P. Shah Commerce College, Surendranagar-360578.	Co-Ordinator Manishbhai H. Shah Emailbaou.2001@baou.edu.in
112.	MJMC, MHD, MSO, MGT	2017	Surendranagar Sub Jail, Surendranagar.	Pro. Incharge Shri N.U. Baraiya Emailbaou.2017@baou.edu.in
113.	MJMC, MHD, MSO, MGT	2018	Government Arts College, Ta. Chotila, Surendranagar	-Emailbaou.2018@baou.edu.in
114.	MJMC, MHD, MSO, MGT	2019	Pujy L.M. Vora College of Arts and Commerce College, Sayla, Surendranagar	-Emailbaou.2019@baou.edu.in
115.	MJMC, MHD, MSO, MGT, MLIS	2020	Shri Swami Vivekanand College, Opp. I.T.I., Nr. Bus Stand, Surendranagar-363001	-
116.	MJMC, MHD, MSO, MGT	2021	Sanskriti College of Management, Surendranagar-363002	-Emailbaou.1021@baou.edu.in
117.	MJMC, MHD, MSO, MGT	1802	Smt. R. P. Chauhan Arts & Smt. J. K. Shah & Shri K. D. Shah Commerce College, At. & Po. Vyara, Dist. Tapi-394650.	Co-Ordinator Shri B.N. Patel Mobile9879083635 Emailboau.1802@baou.edu.in
118.	MJMC, MHD, MSO, MGT	1506	Shri Natvarsinhji Arts & Science & Commerce College, At.Po.Ta. Chhota Udepur, Dist. Vadodara-391165.	Co-Ordinator Shri V.M. Patel Mobile9426761789, 9426399980 Emailbaou.1506@baou.edu.in

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120.	MJMC, MHD, MSO, MGT	1524	Chhota Udepur Sub Jail, At. & Po. Chhotaudepur, Dist. Vadodara.	Pro. Incharge Shri P.B. Vasava Emailbaou.1524@baou.edu.in
121.	MJMC, MHD, MSO, MGT,MLIS	1525	Shri Hansa Mehta Library, M.S. University, Vadodara-390002	-Emailbaou.1525@boau.edu.in
122.	MJMC, MHD, MSO, MGT	1526	Savali Taluka Kelvani Mandal, Savali, Vadodara	-Emailbaou.1526@baou.edu.in
123.	MJMC, MHD, MSO, MGT	1527	Late M.C. Parmar B.Ed. College, At.Po. Ankhol, Khtamba, Ta.Dist. Vadodara	-
124.	MJMC, MHD, MSO, MGT	1528	Parul Institute of Engineering & Technology (Diploma Studies), At.Po. Limda, Ta. Waghodia, Dist. Vadodar-391760	- Mobile9328920061 Emailbaou.1528@baou.edu.in
125.	MJMC, MHD, MSO, MGT	2501	Shri Vanraj Arts & Commerce College, At & Po. Dharpur, Dist. Valsad-396050.	Co-Ordinator Shri V.D. Patel Mobile9978408333, 9898617751, 9998259423 Emailbaou.2501@baou.edu.in
126.	MJMC, MHD, MSO	2507	Smt. C.D. Jobaliya Rofel Arts & Smt. I.S.R. Achhariwala Rofel Commerece College, Rofel Campus Vapi-Namdha Road, Po.Box.No.67, Vapi, Valsad-396191	-Emailbaou.2507@baou.edu.in

