Bharatiya Vidya Bhavan’s
Sardar Patel College
of Communication
and Management

POST GRADUATE PROGRAMMES

Dept. of Communication
Ranked Among The Top 10 Institutions In India In Mass Communication
THREE DIPLOMA COURSES LEAD TO MASTER’S DEGREE

Kasturba Gandhi Marg, New Delhi - 110001
Phone: 23382005, 23389942
Established in 1967, Bharatiya Vidya Bhavan’s Sardar Patel College of Communication and Management is an institution of pre-eminence in Professional education in Delhi. A constituent college of Rajendra Prasad Institute of Communication and Management, Mumbai, Sardar Patel College was set up with the aim of providing professional studies at the Post-Graduate level on a part-time basis. Located in the heart of the city, Sardar Patel College is offering avenues of continuing education, mainly to those in employment as well as others who are simultaneously pursuing opportunities in academic and professional areas. In nearly half a century of distinguished service, the College has produced outstanding professionals in the areas of Communication and Management. In addition to the subjects mentioned in the syllabus, almost every course will have more knowledge-inputs to enhance the skills and employability of the students.

To ensure developing of skills and enhancing of employability of students, we have all the infrastructural resources. The awareness and vigil have been responsible for providing the best to the students in the area of communication.

Our commitment to the quality of education has been recognized. In the field of Communication, S. P. College is rated one among the top ten institutes of Mass Communication in India.

Also our Communication courses – Journalism, Public Relations and Mass Communication are recognized as equivalent to the first year of M.A. in Communication Courses, by Guru Jambheshwar University of Science & Technology, Hisar, which is recognized by UGC. It is ‘A’ class Haryana State university accredited by NAAC (National Assessment and Accreditation Council). The students can appear privately in the second year and receive the Master’s degree.
In the area of Management, our courses like Industrial Relations and Personnel Management and Marketing and Sales Management are recognized by the Government of India for employment purposes.

The constant refinement in the curriculum sharpens the skills of the students to satisfy the evolving needs in the employment market.

Classes are conducted from 6.15 p.m. to 7.45 p.m. five days a week. On successful completion of the course, the students are awarded Bhavan’s PG Diploma. All courses are conducted in English; Journalism and Mass Communication are conducted in both English & Hindi.

Faculty

The faculty consists of outstanding professionals and eminent teachers of particular subjects drawn from universities, specialized institutions, professions, industry, the media and the administration.

Library

Bhavan has a Reference Library which does not issue books on loan. Facilities are provided to read the books and journals in the library itself. (Those who deposit prescribed security fee will be issued books for a limited period. Security will be refunded at the end of the session).

Placement

Bhavan’s Placement Cell provides help in placement facility to the eligible students on the basis of their performance in the mid-term examination, class learning and essential skills acquired by them for the job. Recruiters are invited to interview the students. Students are also recommended to institutes/organisations for internship/employment according to their competence.

Talent Club

Bharatiya Vidya Bhavan harnesses the natural or acquired talents among its students in all the courses. To hone up their talent, Bhavan has a “Talents Club” which will encourage the talents by providing opportunity to further learn and perform. Students who have interest in music, dance, theatre and allied arts will have opportunity to further promote their skills and express/perform on platforms.

In the session 2014-15, students presented a drama against gender determination test. The play left deep impact on the audience. Student actors got acclaims from all quarters. It was also staged in the National School of Drama. Students performed classical and modern dance and displayed their dexterity in percussion instruments.

Cultural Heritage of India

The study pattern of the compulsory paper “The Cultural Heritage of India” is proposed to be changed from the session 2016-17. It is under review now. The present pattern will continue in 2015-16.
Course Admissions

Academic Year

The academic year, which starts normally in July and ends by last week of April is divided into two terms - July to November and November to April. The number of working days during the year is approximately 170. The College observes all Public Holidays as notified by the Government of India.

Eligibility for Admission

Only graduates of a recognized University are eligible for admission. Those who have appeared for final graduation examination may be admitted provisionally, but if they do not produce evidence of graduation before 30th of September, 2015 they will cease to be students and will forfeit the fee paid. Preference is given to those with a good academic record and work experience in the relevant field.

Students applying for admission may be required to appear for written test and interview depending on the course. In case the qualifying degree/diploma of a candidate is found to be not recognized or not equivalent to a degree of recognized University, the student can be so informed and asked to discontinue at any time without refund of fee.

The Principal has the right to refuse admission without assigning any reason. Candidates with ER will not be eligible for applying in the Post Graduate Programme for admission and also for continuing in the course.

Admission Procedure

Applications for admission are to be submitted in the attached form along with (i) a copy of Mark sheet or Certificate of Graduation (ii) Registration fee of Rs. 500/-.

The form has to be submitted between 11th May and 10th June, 2015. These forms will be scrutinized and selections will be made after tests/interviews. Written test will be held on 14th June, 2015. The final list of candidates selected for admission will be announced by Friday 17th June, 2015. Registration fee is non-refundable.

Attendance

a. A minimum of 65% attendance is necessary in all the subjects. However, those students who secure 100% attendance in the classroom would be presented a Certificate of Merit at the end of the session. Such students would be called on the stage and honoured at the Annual Convocation Meet. Such a certificate would add weight, colour and credibility to the portfolio of students. Absenteeism is the biggest problem in the corporate world. Recruiters give particular preference to regular and punctual employees.

b. The candidate who has not qualified himself/herself with the minimum required attendance may however, make up for the deficiency in the immediately following academic year, and appear in the subsequent year’s examination.

c. In such an event where a candidate makes up the deficit in minimum attendance of 65% required, he/she shall pay only the proportionate tuition fees for the term or terms put in the subsequent year, as the case may be, and as fixed by the Principal.
Examination and Passing Standards

A candidate must obtain a minimum of 40% in each of six papers carrying 100 marks including Cultural Heritage of India which is compulsory for all groups and also under each head of the Internal Assessment (Study paper, term-test & Viva Voce) separately in order to be eligible for being declared to have passed the final examination.

• **First Class:**
  
  A successful candidate scoring 60% and above in the aggregate of marks at one and the same sitting will be placed in the First Class (I Class).

• **Second Class:**
  
  A successful candidate scoring 50% and above in the aggregate of marks but less than 60% at one and the same sitting will be placed in the Second Class (II Class).

• **Pass Class:**
  
  A successful candidate scoring 40% and above in the aggregate of marks but less than 50% at one and the same sitting will be placed in the Pass Class (III Class).

• **Failed:**
  
  A candidate who scores less than 40% of marks in each written paper, in each head of internal assessment separately is deemed to have failed in the Examination.

**Malpractice in the Examination**

Bhavan has “zero tolerance” policy regarding malpractices such as copying in the mid-term and final examination. If any student was found indulging in malpractice, he/she would be debarred from the examination for the next five years. Mobiles are strictly prohibited in the examination hall. Any student found keeping a mobile in the examination hall would be debarred from the examination.

**NOTE:** Rajendra Prasad Institute of Communication and Management reserves its right to make any changes in the rules and regulations for admission, continuing the course, content of the course, fees charged, etc or make any other suitable modification in any provision of the course syllabus, or any matter deemed necessary in the interest of the students, the institute or the profession.

All disputes relating to Sardar Patel college of Communication and Management shall be subject to the jurisdiction of the courts in the city of Delhi only.
## Fee Structure for One Year Regular Evening Post Graduates Programme  
(Academic Year 2015-16)

All fees payable at the time of admission in the form of Cash/Pay Order in favour of Bharatiya Vidya Bhavan payable at UCO Bank, New Delhi. Cheques are not acceptable.

<table>
<thead>
<tr>
<th></th>
<th>Description</th>
<th>Amount</th>
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<tbody>
<tr>
<td>1</td>
<td>Admission fee (Non-refundable)</td>
<td>Rs. 5,700 *</td>
</tr>
<tr>
<td>2</td>
<td>Internal Assessment Fee</td>
<td>Rs. 5,700 *</td>
</tr>
<tr>
<td>3</td>
<td>Library Fee</td>
<td>Rs. 5,700 *</td>
</tr>
<tr>
<td>4</td>
<td>Associate Membership Fee</td>
<td>Rs. 575</td>
</tr>
<tr>
<td>5</td>
<td>College Enrollment Fee (College Journals, Prospectus, Cultural Heritage Book)</td>
<td>Rs. 3,925</td>
</tr>
<tr>
<td>6</td>
<td>Tuition Fee (including Examination Fee)</td>
<td>Rs. 14,800 *</td>
</tr>
<tr>
<td>7</td>
<td>Activity Fee</td>
<td>Rs. 5,200 *</td>
</tr>
<tr>
<td>8</td>
<td>Diploma Certificate, Mark Sheet Fee</td>
<td>Rs. 600 *</td>
</tr>
</tbody>
</table>

| Total fee | Rs. 42,200 * |

- For Journalism students: Online editing fee and Content Writing & Social Media (Computer Lab)  Rs. 2,250 *
- For Mass Communications Students: Workshop fee on electronic media  Rs. 2,250 *
- For Public Relations students: Event Management and PR on Social Media workshop  Rs. 2,250 *
- For Marketing & Advertising students: Internet Marketing course in computer lab  Rs. 2,250 *
- For Marketing and Sales Management students: E-mail Marketing course in computer lab  Rs. 2,250 *

| Grand Total Fee | Rs. 44,450 * |

*For other courses the fee would be  Rs. 42,200 *

*(Fee inclusive of service tax )

### Payment of Fee in two installments

In deserving cases, a student would be allowed to pay in two installments - the first being of Rs. 25000/- at the time of admission and the remaining amount by 31st October, 2015.
The Courses

1. JOURNALISM (Medium - English)

*Bhavan’s S.P. College, the first such institution in Delhi to start journalism Course as far back is 1967, has been known for the high standard it has maintained and the top journalists it has produced. We equip students to take to Print and Electronic Media with expertise and skill. Diploma also leads to Master’s Degree of Guru Jambheshwar University after private appearance for second year.*

Course Structure:

Paper I:
A. Introduction to Journalism  
B. Constitution of India & Press Laws

Paper II: Reporting

Paper III: Writing

Paper IV: Editing

Paper V: Human Communications

Paper VI: Cultural Heritage of India

Assignment and Class Tests

*Add-on Course: I. Online Editing and II. Content Writing & Social Media*

2. JOURNALISM (Medium - Hindi)

*The most sought after course by Hindi media, both print and electronic. Special attention for development of Translation skill. Leads to Master’s Degree of Guru Jambheshwar University.*

Course Structure:

Paper I:  
A. Introduction to Journalism  
B. Constitution of India & Press Laws

Paper II: Reporting

Paper III: Writing & Language Translation

Paper IV: Editing

Paper V: Human Communication

Paper VI: Cultural Heritage of India

Assignment and Class Tests

*Add-on Course: I. Online Editing and II. Content Writing & Social Media*
3. PUBLIC RELATIONS

Since 1967, Complete Training both theoretical and practical, to mould successful professionals. Case Studies and PR campaign planning. Leads to Master's Degree of Guru Jambheshwar University.

Course Structure:

Paper I : Principles of Public Relations and Communication
Paper II : Media of Public Relations
Paper III : Corporate Public Relations
Paper IV : Editing and Production of Publications
Paper V : Advertising Theory and Practice
Paper VI : Cultural Heritage of India

Add-on Courses: I. Event Management and II. PR on Social Media

4. MARKETING AND ADVERTISING

Enables to handle the challenges of Advertising with complete insight of Marketing and creativity, needs and possibilities of different media, Campaign Planning.

Course Structure:

Paper I : Marketing Management
Paper II : Advertising Principles and Practices
Paper III : Media and Creative Advertising
Paper IV : Art and Production
Paper IV : Marketing Research and Applied Psychology
Paper VI : Cultural Heritage of India

Add-on Course: Internet Marketing

5. MARKETING AND SALES MANAGEMENT

Comprehensive course which equips students with keen Marketing and Management skills. Course structured to meet current needs of the market.

Course Structure:

Paper I : Marketing Principles & Practices
Paper II : Advertising Principles & Practices
Paper III : Business Law & Business Economics
Paper IV : Sales Promotion & Sales Management
Paper V : Marketing Research & Consumer Behaviour
Paper VI : Cultural Heritage of India

Add-on Course: E-mail Marketing
6. INDUSTRIAL RELATIONS & PERSONNEL MANAGEMENT

Since 1971, the only course of its kind which approaches the area with a Human Relations Management (HRM) prospective.

Course Structure:
- Paper I: Organisational Behaviour
- Paper II: Personnel Management
- Paper III: Human Resource Development
- Paper IV: Industrial Relations
- Paper V: Labour Legislation (Social Security & Social Welfare)
- Paper VI: Cultural Heritage of India

Add-on Course: Decided cases in Labour Laws

7. MASS COMMUNICATION (Medium - English)

S.P. College rated as one of top ten institutions of Mass Communication in India. Enables the students to handle print and electronic media issues with complete knowledge and confidence. Leads to Master's Degree of Guru Jambheshwar University.

Course Structure:
- Paper I: Communication
- Paper II: Mass Communication
- Paper III: Print Media
- Paper IV: Electronic Media
- Paper V: Advertising & Corporate Communication
- Paper VI: Cultural Heritage of India

Assignments and Class Tests

Add-on Course: Workshop on Electronic Media spread over two months (Special certificate issued)

8. MASS COMMUNICATION स्नातकोत्तर दूर संचार डिप्लोमा (Medium Hindi)

Rated as one of top ten institutions of Mass Communication in India, S.P. College enables the students to handle print and electronic media issues with complete knowledge and confidence. Leads to Master's Degree of Guru Jambheshwar University.

Bharatiya Vidya Bhavan
Course Structure:

Paper I : Communication
Paper II : Mass Communication
Paper III : Print Media
Paper IV : Electronic Media
Paper V : Advertising & Corporate Communication
Paper VI : Cultural Heritage of India

Assignments and Class Tests

Add-on Course: Workshop on Electronic Media spread over two months

9. INTERNATIONAL TRADE (Export & Import Management)

A class room-to-work-spot course-practical knowledge of Import Export Management and changing rules and practices.

Course Structure:

Paper I : International Marketing
Paper II : Economics Analysis and Marketing Research
Paper III : Financial Management for Export Enterprises
Paper IV : International Business Environment
Paper V : Export/Import Practices, Procedures and Documentation
Paper VI : Cultural Heritage of India

10. BANKING, INSURANCE & FINANCIAL MANAGEMENT

Want to go for Banking, for Insurance or for Financial Management? This course equips you for all these jobs. This is an expanded and inclusive edition of the Finance course which has been the last word in financial management education. Integrates the changing laws and services. No accounts background necessary

Course Structure:

Paper I: Advanced Cost & Management Accounting
Paper II: Banking, insurance, taxation, commercial and cyber laws
Paper III: Bank Management & Credit control
Paper IV: Financial Institutions and Finance Markets
Paper VI: Cultural Heritage of India
11. STORAGE AND MATERIALS MANAGEMENT

Highly professional course, all about materials management, tailored to the needs of different departments, Purchase, Inventory, logistics management.

Course Structure:

Paper I : Management Principles & Managerial Economics
Paper II : Purchasing Management
Paper III : Inventory Management
Paper V : Organisation for Material Management,
Paper VI : Cultural Heritage of India.

Add-on Course: Computerisation for Materials Management

12. EFFECTIVE ENTREPRENEURSHIP DEVELOPMENT

An indispensable driver of economic development, productivity and employment, Entrepreneurship provides information on the process of formulating, planning and implementing a new venture. The course addresses the dynamics of today’s entrepreneurial challenges and suggests effective ways of dealing with them.

Course Structure:

Paper I : The idea of Entrepreneurship and Entrepreneurship Development
Paper II : Entrepreneurial Ideas, Industry/Sector Electives and Business Plan
Paper III : Implementation and Growth
Paper IV : Co-operation, Competition and Excellence.
Paper V : Family Business, Values & Ecosystem Paper
Paper VI : Cultural Heritage of India.

13. BUSINESS JOURNALISM

A new course that helps gain inner insight of economy and skill to analyse and interpret.

Course Structure:

Paper I : PR, Corporate/Business Communication
Paper II : Indian Business Environment
Paper III : Reporting and Editing, Print and Electronic Media
14. EVENT MANAGEMENT

*Equips students to be future managers of the Event Industry with necessary skills to effectively grow and excel in the field of Event Management.*

Course Structure:

- **Paper I:** Event Communication, Presentation Skills, Event Marketing, Advertising & PR.
- **Paper II:** Special Events, Research & Planning
- **Paper III:** Advance Event Accounting & Costing
- **Paper IV:** Event Production & Logistics, Event Laws & Licenses
- **Paper V:** Advance Aspects of Event Management
- **Paper VI:** Cultural Heritage of India.

**NOTE:**

1. The Bharatiya Vidya Bhavan has always held the view that knowledge and understanding of India’s Cultural Heritage should be an essential ingredient of all forms of education in the country. The study of this subject has, therefore been made compulsory in all its Post Graduate Courses.

2. Each paper in each course carries 100 marks.

3. Each student will have to submit a Study Paper on a topic connected with his/her course of study. This will carry 100 marks.

4. There will be a Viva Voce test before the final Examination. This will carry 100 marks.

5. Students of Journalism will, in addition, have to complete assignments given in the class and also work on the College Laboratory, e-Journal, ALPHA. A total of 200 marks have been allotted for this purpose.

6. Students of Journalism & Mass Communication are also provided online editing classes to equip them with a working knowledge of the software used in Newspapers/Magazines at an additional fee of Rs. 2,250/-.

7. Mass Communication students are provided practical exposure to Electronic Media through a series of workshops spread over 2 months at an additional fee of Rs. 2250/-.
ALL-INDIA AWARDS/PRIZES/SCHOLARSHIPS
Scholarships and prizes for good performance in specific groups or subjects are offered. A list of such Prizes and Awards is given below:

MEDALS/SCHOLARSHIPS, ETC.

(C) Journalism

(a) Chandra Kant Vora Memorial Gold Medal to the best student in Reporting.

(b) Khasa Subba Rao Gold Medal for the best student in Journalism.

(c) Pothan Joseph Memorial Silver Medal for the best student in the Paper on Writing in the Journalism Group.

(d) Frank Moraes Memorial Silver Medal to the best student in Editing in the Journalism Group.

(e) Nagpur Times Cash prize to lady student who scores the highest number of marks in the Paper on Writing in Journalism course.

   (i) Harish Booch Memorial Scholarship to the student who writes the best study paper on Film or Television.

   (ii) Victor Paranjoti Silver Medal for the best study paper on Radio or TV.

   (iii) M. Sivaram Memorial Silver Medal to the Student of Journalism who scores the highest number of marks in ‘Study Paper’.

(C2) Public Relations

(f) Shri C. V. Narasimha Reddi All-India Gold Medal in Public Relations to the best student among all the Constituent/Affiliated Colleges.

(M1) Marketing and Sales Management

(g) Ramakrishna Agarwal Memorial Gold Medal to the highest scorer in “Marketing and Sales Management”.

(M2) Business Management

(h) N. M. Dharaskar Memorial Gold Medal to the highest scorer in Business Management.

(M3) Industrial Relations & Personnel Management

(i) Dr. Maddury Vishnumurty GOLD MEDAL and Cash Prize of Rs. 2,001/-awarded to the candidate securing highest marks in the Annual Examination on all India basis.

(M9) Marketing and Advertising

(j) A. M. Patel Memorial Scholarship to the student who scores the highest marks in Marketing and Advertising.
KULAPATI’S MERIT PRIZES

(a) The Bharatiya Vidya Bhavan awards every year Kulapati’s Merit Prizes and Certificates to the best candidate of each of the courses of Bhavan’s Colleges which are constituent Colleges of R. P Institute, provided that the number of candidates, who appeared for the examination from the group is not less than ten.

(b) Medals, Scholarships, Prizes and other Awards are given and made applicable only to those candidates who qualify in the first attempt, and on the basis of the results of the Annual Diploma Examination.

(c) A candidate who passes the examination at the second attempt by offering all the papers including the paper on Cultural Heritage of India at one and the same sitting, will be entitled to class and rank but not any award/prize/ medal/scholarship etc.

(d) The award carrying a cash prize of Rs. 2,001/-, a Medal and a Certificate of Academic Merit will be awarded to the student scoring highest percentage of marks but not less than 60% of marks in the aggregate in the External & Internal Assessment taken together without any gracing for passing in any Heads or papers of passing at one and the same sitting at the final examination (on all India level).

Medals and Awards (Delhi)

Besides the Prizes awarded by the college, the following medals are instituted by other organizations and individuals:

• Shri Jindal Cash Prize for a student of Business Management securing the highest total of marks.

• N. K. Trivedi Cash Prize for a Student of Journalism (E) securing the highest total of marks.

• H. R. Gokhale Silver Medal for the student of Journalism (E) securing the highest marks in the paper on “Introduction to Journalism, Constitution of India & Press Law”.

• H. R. Gokhale Silver Medal for the student in the Marketing and Sales Management securing the highest marks in the paper on “Business Law and Business Economics”.

• H. R. Gokhale Silver Medal for the student in the Industrial Relations and Personnel Management Course securing the highest marks in the paper on “Labour Legislation”.

• H. V. Kamath Cash Prize for a student of the Business Management securing the highest total of marks.

• Shyama Dauro Nath Silver Medal for the student securing the highest total of marks in the Industrial Relations and Personnel Management Group, instituted by K. Sharan, former lecturer in Industrial Relations & Personnel Management, in memory of his parents.

• Prof. Baldeo Sahai Cash Prize for the student in Public Relations securing the highest percentage of marks.

• Salil Siva Das Memorial Cash Award to the student who tops in the Marketing & Advertising Group has been instituted by his parents in memory of their son, Salil who was a student of Marketing & Advertising Course and had attained outstanding recognition in Advertising profession.
ADVANCED PROFESSIONAL
POST GRADUATE PROGRAMME

About the course

Advanced Professional PG Diploma programme in COMMUNICATION AND
MANAGEMENT is a full-time course and has the same core subjects as the
one year PG Programmes with three times more time and subject inputs than
the one year programme.

Each topic receives more intensive and extensive coverage ensuring deeper
understanding of different dimensions of the subject with emphasis on practical
application.

There will be more assignments and tests. The students have to make use of
Computer Lab. and Library for longer hours.

Though the library is not a lending library, students of Advanced Professional
Post Graduate Programme will be issued books for a short period.

Project Study is given significant importance and it is expected to reflect the
depth and nature of learning-gain acquired during the period of the study. The
Project therefore, carries 300 marks, equivalent to the marks of three papers.
As the project is the outcome of important research and survey, the trainers are
given special training in research and survey methodology through lectures &
practicals.

Attendance requirement is 75% of working days. Other rules applicable to P.G.
Courses are applicable to Advanced Professional courses also.
# Fee Structure for One Year Full-Time Advanced Professional Post Graduate Programme (Academic Year 2015-16)

All fees payable at the time of admission in the form of Cash/Pay Order in favour of Bharatiya Vidya Bhavan payable at UCO Bank, New Delhi. Cheques are not acceptable.

<table>
<thead>
<tr>
<th>Fee Description</th>
<th>Amount</th>
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</thead>
<tbody>
<tr>
<td>1. Admission fee</td>
<td>Rs. 6,000 *</td>
</tr>
<tr>
<td>2. Internal Assessment Fee</td>
<td>Rs. 7,000 *</td>
</tr>
<tr>
<td>(Term Test, Viva, Study Paper, Class Test)</td>
<td></td>
</tr>
<tr>
<td>3. Library Fee (Not refundable)</td>
<td>Rs. 6,700 *</td>
</tr>
<tr>
<td>(Books will be issued for short duration, besides reading in the library)</td>
<td></td>
</tr>
<tr>
<td>4. College Enrolment fee</td>
<td>Rs. 6,400 *</td>
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<tr>
<td>(College Journals, Prospectus Cultural Heritage Book,)</td>
<td></td>
</tr>
<tr>
<td>5. Diploma Certificate &amp; Mark-Sheet Fee</td>
<td>Rs 600 *</td>
</tr>
<tr>
<td>6. Tuition Fee (including Examination Fee)</td>
<td>Rs. 17,000 *</td>
</tr>
<tr>
<td>7. Project Guidance and Assessment Fee</td>
<td>Rs. 7,000 *</td>
</tr>
<tr>
<td>8. Computer Lab Charges</td>
<td>Rs. 3,000 *</td>
</tr>
<tr>
<td>9. Bhavan’s Associate Membership Fee</td>
<td>Rs. 575</td>
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| Total                                                | Rs. 54,275 * |

- For Journalism students: Online editing fee and Content Writing and Social Media fee (Computer Lab) Rs 2,250 *
- For Public Relations students: Event Management and PR on Social Media workshop Fee Rs 2,250 *

| Grand Total                                         | Rs.56,525 * |

(*Fee inclusive of Service Tax *)

**Refund of Fee:** • 80% of the fee (excluding item 1 & 4 mentioned above) before commencement of the classes, on written request. • 75% of the fee (excluding item 1 & 4 mentioned above) after commencement of the classes for those students who have not attended any class. • No Refund after 1st week.
ADMISSION PROCEDURE (2015-2016)

A. General Information on Admission Procedure

The first stage in this screening process is the scrutiny of the application with specific reference to (a) academic record and (b) work experience. Special weightage is given to those with a good academic record and appropriate work experience.

The second stage is a written test to find out the ability to (a) express oneself dearly in English/Hindi (Journalism & Mass Communication) and (b) comprehend ideas expressed in English/Hindi. There may also be questions to test aptitude and general awareness.

The final stage in screening is an interview to which those who score relatively well in the first two stages together are invited. It is open to the Selection Committee to admit candidates without an interview if their scores in the first two stages are exceptional or well above the average. Candidates sponsored by organisations will be given preference.

B. Programme

1. Registration opens 11th May, 2015 to 10th June, 2015 for which Registration fee is to be deposited*.
2. Written Test will be held on Sunday 14th June, 2015.

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<tr>
<th>Test</th>
<th>Timings</th>
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<tbody>
<tr>
<td>a. Journalism (English &amp; Hindi)</td>
<td>10.30 a.m. to 11.30 a.m.</td>
</tr>
<tr>
<td>b. Mass Communication (English &amp; Hindi)</td>
<td>10.30 a.m. to 11.30 a.m.</td>
</tr>
<tr>
<td>b. Public Relations</td>
<td>10.30 a.m. to 11.30 a.m.</td>
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</tbody>
</table>

*Note: Result will be displayed on the Notice Board on 17th June, 2015 along with the Schedule for Interview. Collect the Schedule from College Office.*

3. On selection for admission, the Course fee is to be deposited*.
4. Two attested copies of Provisional Certificate/Degree Copies/2 Copies of Mark sheet & Three Passport Size Photograph along with Admission form to be submitted to the College Office on or before 10th July, 2015
5. College classes will commence on Monday, 13th July, 2015, (6.15 p.m.).

Fee Deposition

* All types of fee are to be deposited in the Bhavan’s premises

- **From Monday to Friday** - in UCO Bank : 10.00 a.m. — 2.00 p.m. & 2.30 p.m. — 4.00 p.m.
  - In Accounts Section: 4.00 p.m. — 5.00 p.m. (Opp. College Office)

- **On Saturday** - In UCO Bank : 10.00 a.m. — 2.00 p.m.
FACULTY


Award for Contribution to Higher Education and Development from International Association of Education (UN affiliated body).

Sahitya Akademy Award winner for Drama.

Fellow, Kerala Sangeet Natak Akademy.

Visiting Faculty:

DR. SUNDER RAMAN, M.A., M. Phil, L.L.M. (Constitution Law, Administrative Law), Ph. D. Post Graduate Diplomas in Constitutional Law, and Parliamentary Institutions & Practices (ICPS) Salzburg Fellow (Austria), Faculty, University of Delhi.

PROF. SURESH GAUR, Bachelor in Arts from Delhi University. Post Graduate Diploma in Journalism & Mass Communication from IGNOU. Diploma in International P.R. from the Management School, London. Practical experience over 12 years in corporate PR.


PROF. S. SIVADAS, Bachelor degree in Chemistry and Law. Has 35 years experience at newspapers. Worked for Indian Express. The Statesman, The Hindustan Times & The Hindu.

PROF. N. N. SARKAR, Diploma in Commercial Art: Associate Professor in India Institute of Mass Communication.

GP. CAPT. D. K. SHARMA, Degree in Journalism, B. Lib. Science: Served in the VSM, Directorate of Public Relations, Ministry of Defence as Spokesman Media Consultant

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DR ATISH PARASHAR, M.A, M. Phil., Diploma in Designing & T. V. Production.

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PROF. SUBASH C. SOOD, Retired as General Manager (Corp. Communication.) C. K. Birla Group, Currently Director General Foundation for PR Education, Research and Integrated Training.
DR. VASANTHA PATRI, Psychologist and professional Counsellor, Chairperson of Indian Institute of Counselling and the Course Director of the Institute’s Post Graduate Diploma Course in Counselling. Faculty of Psychology in Lady Shri Ram College for over 30 years.

DR. AMBRISH SAXENA, M. A (Pol. Sc.), L.L.B., BJ, MJ, NET (UGC), Experience of more than three decades in traditional print and audio-visual media as well as media academics.

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DR. VIPUL SINGH, M.A., M.B.A

DR. S. C. JAIN, Faculty, D.A.V. College, Delhi University.

PROF. VINOD KUMAR, M.Sc. Allahabad University, Joined Diplomatic Service; Field of Specialisation : Public Relations, Mass Communication, Retd. from Indian Embassy, USA, Former Visiting Faculty in Berkeley University and State University of San Francisco.

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