



K.R. MANGALAM UNIVERSITY
THE COMPLETE WORLD OF EDUCATION

SCHOOL OF EMERGING MEDIA AND CREATOR ECONOMY

School Handbook

2025-26

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SCHOOL OF EMERGING MEDIA AND CREATOR ECONOMY

SCHOOL HANDBOOK

1. About the School (Overview: Year of Approval, Mandatory Approvals)

School of Emerging Media and Creator Economy (SEMCE), which started its journey in 2015, has now earned the distinction of being one of the top Media Schools in NCR. Our team comprises of experienced and qualified faculty members with tens of years of combined industry experience. Our students are center of our learning pedagogy and they get every opportunity to shape the learning spaces for new ways of learning. Students share their ideas, learn from the unlimited resources and critical thinking to express diverse perspectives of issues discussed in media. They have numerous opportunities to explore their talents in advertising, film making, TV and Radio anchoring, designing, digital marketing, social media writing, event management and many more. The key words at SEMCE are hard work and innovation. We send students on field to experience real world to write and record about real people in real situations. By this, we produce professional media persons who can hit the ground as soon as they get into the job market. We ensure that learners must develop their own impressive portfolio of still photos, films bulletins video clips and different print media stories that they can showcase to prospective employers and hence gain an added advantage compared to their peers.

2. Vision and Mission

2.1 University Vision

K.R. Mangalam University aspires to become an internationally recognized institution of higher learning through excellence in inter-disciplinary education, research, and innovation, preparing socially responsible life-long learners contributing to nation building.

University Mission

- Foster employability and entrepreneurship through futuristic curriculum and progressive pedagogy with cutting-edge technology
- Instill notion of lifelong learning through stimulating research, Outcomes-based education, and innovative thinking
- Integrate global needs and expectations through collaborative programmes with premier universities, research centers, industries, and professional bodies.
- Enhance leadership qualities among the youth having understanding of ethical values and environmental realities

2.2 School Vision:

School of Emerging Media and Creator Economy (SEMCE) aspires to become an internationally recognized Media School through excellence in interdisciplinary project-based student-centric media education. We aim to develop socially responsible life-long learners who contribute to nation building through research and innovation.

School Mission

- To provide excellence in education by focusing on futuristic curriculum, progressive, outcome based hands-on education.
- Foster employability and entrepreneurship through industry interface and live projects.
- Install the notion of lifelong learning through stimulating problem-solving skills, critical thinking, research and innovation.
- Integrate global needs and expectations through collaborative programmes with premier universities, research centers, industries, and professional bodies.
- Enhance leadership qualities among the youth having understanding of ethical values and environmental realities.

3. Messages

3.1 Vice Chancellor

“There are no secrets to success. It is the result of preparation, hard work, resilience & learning from failure.” I express profound happiness in welcoming every student at K.R. Mangalam University. I appreciate your choice of K.R. Mangalam University (KRMU) as a catalyst & vehicle for your successful career and happy life. We are glad to assure you that you are at one of the most employability & entrepreneurship focused universities located in one of the most happening cities in the world. You will be blessed with a great real-world learning experience in every field of knowledge and will have plenty of opportunities to interact and learn from the best practitioners of the profession in your area of interest. a learning experience focused on holistic development encompassing the three domains of learning: Cognitive, Affective & Psychomotor. You will be welcomed with a whole new experience of learning the first day you join KRMU by having the complete learning journey of your chosen program in the form of a "Structured Learning Pathway" which depicts every event, activity and experience in detail. This will assure you a well-defined approach to learning. I am sure your learning and stay with us will be highly exciting and productive which will immensely contribute to your life in the future. Together, we will overcome all hurdles in your holistic development. Wish you all the best and great learning with us. We at KRMU take immense pride in our teaching learning processes which are curated to develop each student holistically. Our well-designed learning experience comprising both inside the classroom and outside the classroom promises "The best investment by far is to develop yourself by spending time every day sharpening your axe so that you become a lubricant, not seawater, to your life and career. Individual development results from what one thinks and does."

Prof Raghuvir Singh

Vice Chancellor, KRMU

3.2 Dean

The School of Emerging Media and Creator Economy (SEMCE) at K.R. Mangalam University is dedicated to becoming an internationally recognized media school through excellence in interdisciplinary, project-based, student-centric education. In alignment with the New Education Policy 2020 and the vision of “Viksit Bharat” as envisioned by the Honourable Prime Minister of India, we emphasize experiential learning that fosters holistic development across cognitive, psychomotor, and affective domains.

Our mission is to offer a progressive, outcome-based curriculum that equips students with essential skills for employability and entrepreneurship while nurturing critical thinking, problem-solving, and lifelong learning. We integrate global needs and expectations through strong industry interfaces, live projects, and collaborations with premier global universities and research centers.

In our commitment to shaping responsible media professionals, we place a strong emphasis on Sustainable Development Goals (SDGs), human values, and environmental awareness. Our programmes are designed to instil a deep understanding of ethical practices and the importance of sustainability in today’s world.

Guided by the ancient Indian wisdom, “सा विद्या या विमुक्तये” (True knowledge is that which liberates), we aim to empower our students to make meaningful contributions to nation-building and societal progress, while leading with integrity and environmental consciousness. May we strive to impart knowledge that empowers and transforms, leading to a brighter future for our students and society.

4. School Boards and Committees

4.1 School Advisory Board

The School of Emerging Media and Creator Economy (SEMCE) has constituted the advisory board for the mentoring and development of the school. The main objective of the advisory board is to take guidance and inputs of the experts/authorities from all the domains of the Mass Communication and Journalism. The eminent members of the SEMCE advisory board are given below. It is requested to kindly approve the same.

1. Prof. K.G. Suresh
2. Mr. Shambhunath Chaudhary
3. Dr. Sachchidanand Joshi
4. Ms. Anuradha Prasad
5. Mr. Pawan Malhotra
6. Mr. Sayeed Ansari
7. Ms. Olga Dycheva
8. Mr. Syed Nazakat
9. Mr. Bhaskar Majumdar
10. Mr. Mayank Srivastava
11. Ms. Arunima Sinha
12. Mr. Anirudh Sharma

Prof. K.G. Suresh



Prof. K. G. Suresh is a New Delhi based senior journalist, columnist and communication specialist. He is currently serving as Vice Chancellor of Makhanlal Chaturvedi National University of Journalism and Communication, Bhopal. He is also Emeritus Professor at the Apeejay Institute of Mass Communication, New Delhi & Honorary Professor with Apeejay Stya University, India's first liberal arts university.

Earlier, he has served as Director General, Indian Institute of Mass Communication – a media training institution; Senior Consulting Editor with DD News, India's public news broadcaster; Editorial Consultant with Asianet News Network; Chief Political Correspondent with Press Trust of India and Group Media Advisor to Dalmia Bharat Enterprises.

Prof Suresh is a Member of the Academic Council of the Jawaharlal Nehru University, New Delhi; Society of Satyajit Ray Film & Television Institute, Kolkata; Research Committee of Indian Council of Social Science Research; Advisory Council, The Delhi School of Journalism, University of Delhi; Academic Council, Central University of Himachal Pradesh and the School Board of Rabindranath Tagore School of Creative Arts and Communication Studies, Assam University, Silchar. He is a Member of the Awards Selection Committee of the National Council for Science and Technology Communication, Department of Science and Technology.

Mr. Shambhunath Chaudhary



Shambhunath Chaudhary working as Additional Director General (Media and Communications) and Ministries of Rural Development, Jal Shakti, Communications & Ministry of Skill Development and Entrepreneurship).

Prof. (Dr.) Sachchidanand Joshi



Dr. Sachchidanand Joshi, Member Secretary, the Executive and Academic Head of Indira Gandhi National Centre for the Arts (IGNCA), New Delhi, is a Scholar of History and Mass Communication, a Writer, a Poet and an Actor. He was the Founder Vice Chancellor of the Kushabhau Thakre University of Emerging Media and Creator Economy, Raipur. He served as Vice Chancellor for two terms (10 years). He was also the Founder Registrar of Makhanlal Chaturvedi National University of Journalism and Communication, Bhopal.

He has written extensively on Media, Communication, History, Culture, Education, Policy, and other relevant issues. He has been delivering lectures on Communication, Gender Sensitization, Research for Resurgence, Personality Development, Art and Culture in prestigious institutions. He has edited the Speeches of Hon'ble Prime Minister Shri Narendra Modi, for Publication Division. He edited many other prestigious publications. Some of his recent published works include “Sachchidanand Joshi *ki Lokpriya Kahaniya*” (2017); “*Kuchh Alpa Viraam*” (2018), “*Pal Bhar ki Pahchan*” (2019) two poetry collections. His speeches have been compiled in titled “*Mera Desh Mera Dharm*”.

Ms. Anuradha Prasad



Anuradha Prasad, the Editor-in-Chief of News 24 and Chairman and Managing Director of BAG Networks, has consistently regarded journalism not merely as a

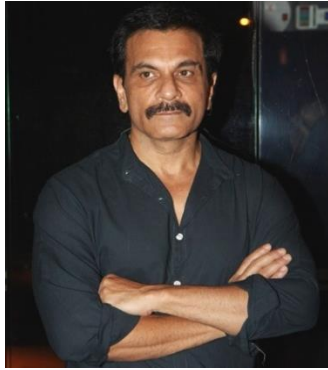
profession but as a mission. Over the course of her career spanning more than three and a half decades, she has ventured into various domains within the television and media landscape. She has borne witness to the rapidly evolving landscape within the industry, establishing herself as a firebrand reporter and a visionary, thereby solidifying herself as a cornerstone in the industry.

BAG Networks, since its establishment in 1993, has expanded its horizons and evolved into a prominent 360-degree integrated Media and Entertainment brand in India. The organization has diversified its operations into the realms of television and film production, media education and training, news media, and convergence. The subsidiaries operating under the BAG Networks banner include News24, E24, Darshan24, and Dhamaal24.

During the 1990s, two of her programs, "The Horse's Mouth" and "Let's Talk," introduced an unprecedented format for interviewing and presenting globally renowned and celebrated individuals to the Indian audience. On her show "Aamne Saamne," her incisive and fearless style of questioning often left political luminaries visibly challenged. Under her leadership, BAG Network produced several popular shows addressing social issues and raising awareness about matters of significance. During election seasons, the network consistently presents engaging and informative shows that candidly profile contesting politicians for the benefit of the audience.

Mrs. Anuradha Prasad is a pioneering figure in Indian journalism, a first-generation journalist, whose formidable intellect and innovative show formats have reshaped the landscape of news presentation on Indian television. She is a devoted individual, perpetually in pursuit of fresh and captivating content to surprise and engage her audience.

Mr. Pavan Malhotra



Pavan Malhotra is an Indian actor who works in Hindi films and television alongside Punjabi and few Telugu films. He has received several awards including a Filmfare OTT Award and a Filmfare Award South. He has played lead roles in Buddhadeb Dasgupta's National Film Award-winning *Bagh Bahadur* and Saeed Akhtar Mirza's *Salim Langde Pe Mat Ro*, both released in 1989. He is famous for his role as the cold-blooded mafia don Irfan Khan in the Telugu blockbuster *Aithe* (2003) and in his acclaimed role of Tiger Memon in *Black Friday* (2004). In 2005, he acted in the Telugu movie *Anukokunda Oka Roju* as a Tantrik. He gained further acclaimed in SonyLIV's web series *Tabbar* (2021).

Having graduated in arts from Hansraj College, Delhi University. His first-hand experience in movies was as an assistant in costume department of *Gandhi (film)*. Thereafter he was production assistant in *Jaane Bhi Do Yaaro*, *Khamosh* and *Mohan Joshi Hazir Ho!*. Pavan ventured into the Delhi theatre circuit, thereafter he moved to Mumbai, where he started with the television industry as an assistant on the sets of the TV series, *Yeh Jo Hai Zindagi* (1984), before he got a role in Saeed Akhtar Mirza's TV series on *Doordarshan*, *Nukkad* (1986), which got him noticed. Meanwhile, he had entered the film industry and made his debut with Pankaj Parashar's *Ab Ayega Mazaa* (1984).

Over the years he had worked with directors like Buddhadeb Dasgupta, Saeed Akhtar Mirza, Shyam Benegal, Deepa Mehta and Roland Joffé. In 2006, he was seen in Manish Goswami's *Aisa Desh Hai Mera* on Sony television. He is seen on the TV series *Alag Alag* and Partho Mitra's *Patang* on DD Metro. He recently starred in the major hit movies *Jab We Met* and *Bhaag Milkha Bhaag*. He is currently acting in *Lagi Tujhse Lagan* as Malmal More on Colors TV. He has recently worked in hit movies like *Punjab 1984* and *Children of War*.

In 2016, a retrospective to mark his 25 years in cinema was held at India International Centre (IIC), Delhi. In the Latest Hindi Web Series *Grahan (TV*

Series) on Disney+ Hotstar, he played a Character of Rishi Ranjan/ Gursewak Singh father of Amrita Singh (Zoya Hussain) which is released on 24 June 2021, based on the Satya Vyas Novel 'Chaurasi'.

Mr. Sayeed Ansari



Sayeed Ansari, based in Delhi, Delhi, India, is currently a Executive Editor and Anchor at Aaj tak, bringing experience from previous roles at News24, Star News, Sahara Samay and Doordarshan News /All India Radio. Sayeed Ansari holds a Master of Arts in Communication at Guru Jambheshwar University. He is one of the very popular and most experienced TV Anchor. He has been in the industry for almost 22 years and has conducted shows on ABP news like ‘Insaaf Ka Tarazu’ and ‘Kahiye Netaji’. ‘Rojana’ and ‘Star Track’ were also hosted by him on New24.

He has won EMBA Best Anchor Award for 2017. His talent and artistry is beyond limits. Shri Sayeed Ji has also directed more than 10 films for Doordarshan.

Ms. Olga Dycheva



Olga Dycheva, Head of Sputnik hub (India). Recently, Sputnik India bureau chief, Olga Dycheva, was also present on this occasion and said the session was conducted to enlighten the media students of KRMU about the repercussions of fake news.

Mr. Syed Nazakat



Syed Nazakat is an award-winning journalist, media entrepreneur, founder and CEO of Data LEADS, a tech and digital media company he founded to promote open data and democratization of information at scale. He leads Data LEADS in New Delhi, as well as oversees its outreach across the world with different partners. Nazakat has reported from over 30 countries and worked in senior positions at different media organizations. His work has earned him global recognition and awards. He has spearheaded one of the world's biggest fact-checking, data journalism and media literacy training networks which has resulted in the launch of many fact-checking initiatives, in multiple languages, and has benefited hundreds of institutions and organizations across Asia.

He is a board member of the Global Investigative Journalism Network, representing Asia and leading the GIJN's mandate and media activities across Asia. He is also a board member of The New Humanitarian (Geneva), an advisory member of the Asian Network of News & Information Educators (Hong Kong) and member of the WHO Expert Group on Ethical Consideration of Social Listening and Infodemic Management. He serves as a Working Group Member on Artificial Intelligence and the Information space by FORUM SUR L'INFORMATION ET LA DÉMOCRATIE, France.

Nazakat was a jury member on Google's COVID-19 Vaccine Counter-Misinformation Open Fund and served as an advisory member to Facebook's Global Health Expert Advisory Council during the COVID-19 outbreak. He holds a B.Sc degree from India and a master's degree in journalism and mass communication from the Ateneo de Manila University, Philippines.

Mr. Bhaskar Majumdar



Bhaskar Majumdar, a seasoned corporate executive, is a serial entrepreneur turned well-known early stage investor. He is the founding partner of Unicorn India Ventures and has invested across 30 start-ups in India and the UK with a cumulative valuation of over \$3 billion. Bhaskar is an alumnus of IIT Kharagpur and has attended the Advanced Management Programme (AMP) at Harvard. He lives between London, Cotswolds and Mumbai. This book was imagined and written during the first UK lockdown in 2020 while staying in his Cotswolds cottage.

Mr. Mayank Srivastava



Mayank Srivastava is a noted Film Producer and Director with an experience of twenty years. He directed films like Kala Sach and Love Hackers.

Ms. Arunima Sinha



Anurima Sinha a Media Professional with more than 2 decades of Experience in Broadcast, Digital and Print Journalism. Is the Public-facing voice of CNN News18 with deep experience in Reporting, Anchoring, Planning for Big News Events. Proficient in taking quick decisions in high pressure situations having lead Newsroom during breaking news. Acknowledged for acumen in Strategic, Political, Legal and Investigatives affairs. Arunima has covered 5 General Elections and multiple assembly elections getting a ring side view of the Political landscape of the country

She has covered big international stories like Ukraine- Russia Conflict 2022, Indo- China Conflict triggered after Galwan skirmish, Indo- Pakistan relations with special focus on Kashmir conflict. From Pulwama attacks to Bakalote, Uri...Arunima has covered terrorism and conflict in Kashmir closely. She also specialises in Naxal conflict having filed multiple ground reports over last two decades from naxal territory.

Mr. Anirudh Sharma



Anirudh Sharma currently working as Deputy Editor at Dainik Bhaskar, Since 2020 National Assignment across India. He is also working with Dainik Bhaskar since 2006 at different profiles of national reporting team and previously worked with Amar Ujala as a reporter from 2000 to 2006.

He Received Two WHO Fellowship. WHO Fellowship on Road Safety 2014. WHO Fellowship on Universal Health Coverage 2017. IRF Road Safety

Award 2016.As a Freelancer (January 1998 to October 2000). He Presented 50 Radio talks & discussions and 15 Radio Roopaks for Akashwani Delhi-A (Indraprastha), Yuvwani, Delhi FM-2, National Channel.

4.2 Board of Studies

The following is the proposed list of 12th BoS committee members

Internal Members:-

- | | | |
|----|------------------------|-------------------------------------|
| 1. | Prof (Dr) Amit Chawla | Dean, SEMCE (Chairperson) |
| 2. | Dr Ritwik Ghosh | Assistant Professor, SEMCE (Member) |
| 3. | Dr Aaqib Anwaar Butt | Assistant Professor, SEMCE (Member) |
| 4. | Dr Ujjwval Chandra Das | Assistant Professor, SEMCE (Member) |
| 5. | Dr Sarina | Assistant Professor, SEMCE(Member) |
| 6. | Ds. Ritika Choudhary | Assistant Professor, SEMCE (Member) |

External Member:-

Prof. (Dr.) Ambrish Saxena, South Asian University, New Delhi

Industry Expert

Mr Vikas Sachdeva, Zee Entertainment Enterprise Ltd. New Delhi

4.3 School Research Committee

Chairman: Prof. (Dr) Amit Chawla

Internal Member: Dr Aaqib Anwaar Butt, Dr Ritwik Ghosh, Dr Sarina, Dr Ritika Choudhary

External member – Dr Padmani Koul

4.4 Academic Coordination: Roles and Responsibilities

Name of Dean – Prof. (Dr) Amit Chawla

Name of School coordinator – Dr Ritwik Ghosh

| Name of Programme Coordinator | Name of Course | Semester/Year | Name of Class/Batch Coordinator |
|-------------------------------|------------------|---------------|---------------------------------|
| Dr Ritwik Ghosh | BA(JMC) 1st Year | 1st Year | |
| Dr Ritwik Ghosh | BA(JMC) 2nd Year | 2nd Year | |
| Dr Ritwik Ghosh | BA(JMC) 3rd Year | 3rd Year | |
| Ms. Aditi Agarwal | MA(JMC) 1st Year | 1st Year | |
| Ms. Aditi Agarwal | MA(JMC) 2nd Year | 2nd Year | |
| Dr Aaqib Anwaar Butt | Ph.D. | | Dr Aaqib Butt |

5. Faculty and Staff

- Prof. (Dr) Amit Chawla -Professor & Dean
- Dr Ritwik Ghosh - Assistant Professor
- Dr Sarina - Assistant Professor
- Dr Aaqib Anwaar Butt - Assistant Professor
- Dr Ritika Choudhary - Assistant Professor
- Dr Ujjval Chandra Das,
- Ms. Aditi Agarwal - Assistant Professor
- Mr. Karan Singh - Assistant Professor
- Mr. Trilok Kumar Singh - Teaching Assistant & Research Scholar
- Mr. Ujjwal Kumar – Lab Assistant
- Ms. Deepika Kaur – Office Assistant

6. School Infrastructure (Physical and learning)

- TV Studio
- Production Control Room.
- Radio Studio
- Computer Lab
- Design & Production Centre
- Wi-Fi Smart Classrooms
- LMS
- ERP – Serosoft
- White Board

7. Best Practices

Nurturing socially responsible and compassionate citizens who possess the ability to influence change in society.

Best Practice 1: Nurturing Eco-Conscious Behavior: Taking steps towards Environment Sustainability

- Green Collaborations: MOU with Meant4Environment. 2 Activities conducted by SEMCE.
- Curriculum Integration: Courses like Environmental Studies and Disaster Management.
- Eco-Friendly Initiatives: Student and faculty research papers on alternative energy sources like Bio & Solar Energy, Encouraging the minimum use of plastics, Paperless work environment with LMS.
- Workshops and Campaigns: eGovernance, Environmental issues like global warming, Waste management.

Best Practice 2: Holistic Sustainable Learning through Social Connect

- Projects on environment: SEMCE students engage in community-based activities such as rural development, health care, education, and digital literacy.
- Alumni Connects: The school organizes alumni connects for the students to strengthen institutional reputation, career development and job placement, networking for students, and industry updates.
- Education through partnerships: MoUs like New Delhi Film Foundation, ISMOES, Guided Self Publication, Bhagidari Janshyog Samiti, Newspapers

Association Of India, Greymatters, AECC, Emaging Ideas, and Sputnik to promote knowledge exchange, research, enhance learning opportunities, and facilitate internships.

- Interactions and educational sessions: Social outreach activities, Interactions and educational sessions to develop skills, exposure to experts, enhance learning experience, engagement, and motivation.

8. School Education Philosophy

The 'Why', 'What', and 'How' of education

- **Why of Education: 2-fold purpose**
 - a. Learn to earn living
 - b. Learn to live
- **What of Education: Offering holistic education covering all 3 domains of learning:**
 - a. Cognitive Domain
 - b. Affective Domain
 - c. Psychomotor Skills Domain
 - d. OBE approach is used to determine learning
 - e. Outcomes for all the learning domains.

How of Education: Our learning experience focus is on employability it comprises both inside classroom & outside classroom learning experience. The learning outcomes determine the methods & approach to learning.

9. Educational Pedagogy (Inside and outside classroom)

- Inside classroom teaching emphasizes a student-centric learning approach that prioritizes cognitive outcomes through active learning methods. Techniques such as discussions, presentations, demonstrations, use of web resources, group work, and use of multimedia tools foster engagement and critical thinking. By integrating diverse approaches, faculty members create an interactive environment that enhances understanding and retention of knowledge, preparing students for real-world applications.
- Outside classroom teaching enhances people skills and psychomotor skills through diverse activities in industry in terms of internships and apprenticeships, community outreach and programs, and outdoor and studio activities. Engaging in hands-on experiences, collaborative projects, and studio work fosters teamwork, communication, and practical application of knowledge. This experiential learning approach prepares students for real-world challenges and cultivates essential life skills.

10. Evaluation

Grading Policies and Procedures for theory courses, practical courses, projects, Internships, Dissertation: As per university examination policy of K R Mangalam University, the Program Outcome assessments is done by aggregating both direct and indirect assessments, typically assigning 80% weightage to direct assessments and 20% to indirect assessments, to compute the final course attainment.

Feedback and Continuous Improvement Mechanisms: Teaching-learning is driven by outcomes. Assessment strategies and andragogy are aligned to course outcomes. Every CO is assessed using multiple components. The attainment of COs is calculated for every course to know the gaps between the desired and actual outcomes. These gaps are analysed to understand where does the student lags in terms of learning levels. Thereafter each student's learning levels are ascertained, if found below desirable level, and intervention strategy is effected in the following semester to make necessary corrections. To cater to the diverse learning needs of its student body, K.R. Mangalam University employs a comprehensive assessment framework to identify both slow and advanced

learners. Students' learning levels are continually assessed based on their performance at various stages. If a student's performance in internal assessments falls below or equal to 55%, they are categorized as slow learners. Conversely, if a student's performance score in internal assessments is greater than or equal to 80%, they are identified as advanced learners. Such students are encouraged to participate in advanced learning activities. Through periodic evaluations and the utilization of modern management systems, the institution adeptly tracks students' performance across various courses, allowing for targeted interventions and support mechanisms.

Academic Integrity and Ethics: The School of Emerging Media and Creator Economy (SEMCE) places a strong emphasis on academic integrity and ethics, fostering a culture of honesty and responsibility among students. Clear guidelines are established to educate students about the importance of plagiarism prevention, proper citation practices, and ethical sourcing in their work. Regular workshops and seminars are conducted to discuss case studies and real-world scenarios, encouraging critical thinking about ethical dilemmas in journalism and media. Faculty members serve as role models, promoting transparency and accountability in their interactions and evaluations. By instilling these values, the school prepares students to uphold high ethical standards in their professional careers, emphasizing the critical role that integrity plays in journalism and mass communication.

11. Collaborations

| MOU Partner | Industry |
|------------------------------|-----------------|
| Delhi Metropolitan Education | Education |

| | |
|--|--------------------|
| ICAN3 Education Conference | Education |
| Meant4Environment | NGO |
| Bhagidari Jan Sahyog Samiti NGO | NGO |
| New Delhi Film Foundation Film | Film |
| Sputnik | News and Media |
| Newspapers Association of India | News and Media |
| ISOMES | News and Media |
| Guided Self Publishing | Publication House |
| Emazing Ideas Execution Pvt Ltd. | AD and PR Agency |
| Greymatters Communications & Consulting AD and PR Agency | AD and PR Agency |
| AECC India Pvt. Ltd. | Global Consultancy |
| Purple Wings | Digital Agency |
| Karma Foundation | NGO |

12. Programmes Offered by the School including PhD (List of Programmes)

- B.A. (Hons. / Hons. with Research) (Journalism and Mass Communication)
- M.A. (Journalism and Mass Communication)
- Ph.D. in Journalism and Mass Communication

12.1.1 Bachelor of Arts (Hons. / Hons. With Research) in Journalism and Mass Communication

12.1.2 Program Overview

Bachelor of Arts (Hons. / Hons. With Research)

The Bachelor of Arts (Hons. / Hons. With Research) in Journalism and Mass Communication is a four-year programme as per NEP 2020. It is designed to nurture students into well-rounded professionals in the field of media and communication.

This comprehensive programme focuses on equipping students with both theoretical knowledge and practical skills essential for successful careers in journalism, mass communication, and related industries.

Nature of Bachelor of Arts in Journalism and Mass Communication Programme

The BA(JMC) programme spans three / four years and is a dynamic, multidisciplinary course that blends academic learning with hands-on experiences. It strives to cultivate a deep understanding of journalism, mass communication, and media ethics, while also encouraging critical thinking, creativity, and adaptability. Through a combination of classroom instruction, practical projects, internships, and exposure to cutting-edge technologies, this programme aims to produce media professionals who are not only well-informed but also socially responsible and media-savvy.

12.1.3 Duration

Duration – The duration of this programme is four years (eight semesters) with multiple entry/exit options.

12.1.4 Career options

A Bachelor of Arts in Journalism and Mass Communication opens up a wide range of career avenues like the following but not limited to:

- a) Journalist: Work as a reporter, editor, or correspondent for newspapers, magazines, TV channels or online news portals.
- b) Anchor: Work as an anchor in TV, Events, Digital News Platforms and Shows, Video Podcasts.
- c) Public Relations: Manage the public image of organizations, handle media relations and create communication strategies.
- d) Advertising Industry: Develop and manage advertising campaigns for various media platforms.
- e) Content Creator: Produce engaging content for digital platforms, including blogs, social media, and websites.

- f) Radio Jockey (RJ): Host radio shows, interact with listeners, and present music and news.
- g) TV Production: Oversee the production of TV programmes, from news shows to entertainment series.
- h) Photographer: Work as professional photographer in different genres like photojournalism, products, events, wedding and more.
- i) Film Making: Work as script writer, director, cinematographer, editor, sound recordist/ designer.
- j) Corporate Communication: Handle internal and external communication for businesses, ensuring consistent messaging.
- k) Graphic Designer: Create visual content for media, advertising, and corporate communication.
- l) Digital Marketing and Marketing Communication: Develop marketing strategies and campaigns to promote products or services.
- m) Academician: Teach journalism and mass communication at colleges and universities.

12.1.5 PEO

These are deferred outcomes measured few years after completion of the programme, where the graduates of this program will:

- Become professionals and practitioners in careers related to Journalism, Mass Communication, and related fields, demonstrating expertise and adaptability.
- Emerge as leaders, entrepreneurs, and managers, guiding media professionals and communication practitioners in the field of Journalism and Mass Communication.
- Uphold ethical standards in their professional conduct, making responsible decisions that contribute to the integrity of the media landscape.
- Advocate for and engage in environment-friendly and sustainable practices, promoting responsible media and communication initiatives.

- Serve as good citizens and valuable members of society, demonstrating high human and professional values while contributing to societal well-being.

12.1.6 PO

At the end of the programme the students will be able to:

- Demonstrate proficiency in communication, both verbal and non-verbal, in diverse professional settings.
- Solve complex problems related to the on-ground and daily challenges of the media landscape.
- Exhibit strong critical thinking and reasoning abilities.
- Showcase strong interpersonal skills that enable effective teamwork, collaboration, and networking in multidisciplinary environments.
- Display an understanding of environmental concerns and integrate sustainable practices.
- Learn high ethical standards and professionalism in decision-making, reflecting a commitment to truth, fairness, and responsibility.
- Demonstrate entrepreneurial abilities like thinking, creativity, and leadership by taking initiative, managing projects, and addressing challenges.
- Ability to generate required information for decision-making through use of scientific methods.
- Use appropriate tools, frameworks, platforms and media technology for content creation best suited to the stakeholders needs.

12.1.7 Graduation Requirements for each Program (Degree offered after I, II, III, and IV year)

- **UG Certificate** after completing 1 year (2 semesters with the required number of credits) of study, and an additional vocational course/internship of 4 credits during the summer vacation of the first year.
- **UG Diploma** after completing 2 years (4 semesters with the required number of credits) of study, and an additional vocational course/internship of 4 credits during the summer vacation of the second year.
- **Bachelor's Degree** after completing 3-year (6 semesters with the required number of credits) programme of study.
- 4-year **Bachelor's Degree (Honours)** with the required number of credits after eight semesters programme of study.

Students who secure 75% marks and above in the first six semesters and wish to undertake research at the undergraduate level can choose a research stream in the fourth year. Upon completing a research project in their major area(s) of study in the 4th year, a student will be awarded **Bachelor's Degree (Honours with Research)**.

12.1.8 Learning Resources (Optional)

12.1.9 Course Registration (optional)

- Major and Minor Selection – Every student has to register at the beginning of each semester for the courses offered in the given semester. Major courses are registered centrally for the students. However, for other multidisciplinary courses (Minor, VAC, OE) the students have to register by themselves through ERP.
- Internships/Projects/Dissertations/Apprenticeships – Students need to do summer internship after second and fourth semesters, which carries 2 credits each, duration being 4-6 weeks per internship, during the summer breaks. The same will be evaluated in the upcoming Odd semester. In the sixth and seventh semesters students will do Specialization Projects. In the eighth semester students of BA(JMC) Hons. will do an Industry Project and the students of BA(JMC) Hons.

with Research will do Research Project (Dissertation). Projects are also mapped along with the Lab/ Practical Courses and Experiential Learning Activities.

- **Co-curricular / Extracurricular activities:** The School proactively organizes the numerous co-curricular activities with a 360-degree exposure to various trends, helping to build diverse viewpoints. Participative Learning is inculcated through organising various co-curricular activities such as, guest lectures, webinars, seminars, Inter and Intra University competitions. Group discussions on social, national, and global issues. The university has 13 student lead societies/clubs like E-Yantra, Computer Society of India, Investment Club, Management Society, Mediaverse, Chetna Club, Model United Nations Club, DIA, Rhetoric Club, Cultural, Entrepreneurship, Sports club and 6 Centres of Excellence. Students are encouraged to become a part of these societies. These societies organize events year-round helping in overall development of the students. The university has sports, music, dance, dramatics, street play, art, photography and sports society to name a few allowing students an opportunity to explore their potential and pursue their interest. Presentations and Guest lectures by eminent and renowned national and international speakers from academia, industry and alumni are also conducted to provide opportunity exchange innovative ideas and for fostering analytical skills.

- **Academic Support Services (Differential learning needs):** Academic Support Services for Journalism and Mass Communication students are designed to cater to diverse learning needs, ensuring that every student fairs well. These services include:
 - **Personalized Tutoring:** One-on-one sessions with experienced tutors focus on specific areas such as writing, radio/ podcast production, event management, photography, video production, digital marketing projects, research projects and others tailored to individual skill levels.
 - **Workshops and Seminars:** Regular workshops on topics like digital storytelling, production, media ethics, other experiential learning activities and industrial connect help students enhance their practical skills and theoretical understanding.

- Peer Mentoring Programs: Advance learner students mentor the students by becoming team leaders, providing guidance on course components, assignments and projects, fostering a supportive system.
- Accessible Learning Resources: Online platforms offer access to a range of resources, including video lectures, articles, and interactive tools, accommodating different learning styles.
- Production and Outcome based activities: Students are encouraged to get more involved in practicals and hands-on based activities to come up with productivity which is showcased and appreciated. This way it gives a boost to the students.
- Diversity and Inclusion Initiatives: Programs aimed at promoting inclusivity ensure that all voices are heard and valued, enriching the learning environment.
- Feedback and Assessment: Continuous feedback mechanisms allow students to receive constructive review of their work, facilitating growth and improvement.

13. Minor Streams

1. Data Science- SBAS
2. Entrepreneurship- KEIC
3. Human Resource Management- SOMC
4. Sociology-SOLA
5. Psychology-SOLA
6. Investment Management- SOMC
7. AI/ML-SBAS
8. Information Technology-SOET
9. Anchoring, Voice, and On-Camera Presentation-SEMCE
10. Environmental Studies-SBAS
11. Digital Marketing- SOMC
12. Sustainability- Center for SDG

14. Internships and Placement (Training, apprenticeship, projects)

The Career Development Center (CDC) at KRMU provides comprehensive career services and training for Journalism and Mass Communication students, focusing on creating ample placement opportunities. In addition to inviting corporate recruiters to campus, the Centre hosts various counselling and training programs aimed at enhancing

students' academic and professional skills. These programs equip students with the essential tools needed to secure lucrative careers in their field. Each year, prominent companies visit the KRMU campus, offering attractive job packages to emerging talent. The faculty members and the mentors also ensuring that students are well-prepared for the competitive job market.

15. School Event Calendar

| S.NO | Name of the event | Date of the Event (DD-MM-YYYY) | Organizers (Faculty Incharge) | Objective | Methodology | Expected Outcome | Tools and Processes incorporated to determine the outcome | Course Mapping |
|------|---|--------------------------------|-------------------------------|--|--|---|---|--|
| 1 | SEMCE Media Conclave: Media Sprint Week | 17-11-2025 | All SEMCE Faculty | The training will provide students To bridge the gap between academic learning and media industry expectations, experiential learning in a | The Media Conclave will be organized as a week-long event featuring a series of interactive and knowledge- | The reports submitted by the students and participants would be considered as assignment for evaluation | Students Feedback | Television and Video Production, Anchoring, Podcasting & Radio Production, |

| | | | | | | | | |
|--|--|--|--|---|--|--|--|--|
| | | | | simulate d, high- pressure media environ ment. | driven activiti es, includi ng, Panel Discus sions with leadin g journa lists, editor s, media entrep reneur s, and schola rs, Maste rclasse s & Skill Works hops on media tools, storyt elling, and | | | |
|--|--|--|--|---|--|--|--|--|

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| | | | | | digital content strategies. | | | |
| 2 | National Channel Visit, Noida | 08-09-2025 | Me Aditi Agarwal, Mr. Trilok Kumar Singh | The visit will provide students crucial insights into media functioning process | Students will visit a guided tour of the News 24 newsroom, studios, and production control areas. | Students will gain first-hand exposure to the functioning of a national news channel. | Students Feedback | Television and Video Production |
| 3 | Filmmaking on Environment (Legal Aid /Motilal Nehru Chair) | 24-09-2025-23-10-2025 | Dr. Amit Chawla, Mr Karan Singh | | Workshop | Gain knowledge about filmmaking for the environmental | Students Feedback & report | Digital Photography and Image editing, Digital Journalism, Cinema & |

| | | | | | | | | |
|---|--|----------|---------------------------------|----------------------------------|--------------|--|----------------------------|--|
| | | | | | | awareness | | OTT Platform Television and Video Production |
| 4 | Project of students (Activity 1 under New MoU) | 30-09-25 | Dr Aquib Butt, Dr. Ritwik Ghosh | Study the socio-political issues | Project Work | Students will get an understanding of socio-political issues | Students Feedback & Report | Anchorin g, Podcastin g & Radio Productio n |
| 5 | Project of students (Activity 2 under New MoU) | 30-09-25 | Dr. Ujjval Das, Dr. Sarina | Study the socio-political issues | Project Work | Students will get an understanding of socio-political issues | Students Feedback & Report | Foundatio ns of Modern Communi cation |

| | | | | | | | | |
|---|--|------------|-------------------------------|--|---------------------|---|-------------------|---|
| 6 | Mobile Journalism/Mobile Content Creation Workshop (Awareness of trends in technology) | 12-02-2025 | Ms. Aditi Agarwal, Dr. Sarina | To enhance listener engagement and expand the station's reach by leveraging social media platforms to promote shows, share diverse content, interact with the audience, and build a strong community around the station's brand. | Interactive session | Students will get an understanding of Radio Jockey. | Students Feedback | Social Media Management & Audience Engagement |
|---|--|------------|-------------------------------|--|---------------------|---|-------------------|---|

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|---|---|---|---------------------------------------|--|------------------|---|-------------------|-------------------------|
| 7 | Training program for students about the code of conduct (Acad Office) | Induction Week (25th-29th August, 2025) | Dr. Ujval C. Das, Dr Ritika Choudhary | To inculcate the importance of code of conduct | Training Program | This will empower students to uphold professionalism, exhibit integrity, and embrace their personal and social responsibilities, creating a conducive environment for growth, learning, and mutual respect. | Students Feedback | Gender, Media & Society |
|---|---|---|---------------------------------------|--|------------------|---|-------------------|-------------------------|

| | | | | | | | | |
|---|--|---|------------------------------------|--|------------------|---|----------------------------|---|
| 8 | Training program for student on professional ethics (Sensitization of students and employees of the Institution to the constitutional obligations: values, rights, duties and responsibilities of citizens) (Antidiscriminatory Committee) | Induction Week (25th-29th August, 2025) | Dr. Ujjval C. Das, Mr Trilok Singh | To inculcate the importance of professional ethics | Training Program | This will foster a culture of ethical conduct, ethical leadership, and professionalism among students, contributing to a more ethical and responsible professional community. | Students Feedback | Indian Constitution & Media Lawss |
| 9 | Faculty Development Program (FDP) on | 09-09-2025-19-09-2025 | Dr Ritwik Ghosh, Dr Aquib | Faculty knowledge enrichment on | Experts would be | This will equip faculty members with | Feedback & quiz assessment | Ecommerce, Web Listening & Online Reputatio |

| | | | | | | | | |
|--|----------------------------------|--|------|--|---------|--|--|--|
| | "Research Writing and formatting | | Butt | Qualitative and Quantitative methodology of research | invited | advanced knowledge, proficiency, and pedagogical skills in statistical analysis. By integrating statistical tools in research, teaching, and curriculum, faculty members will enhance the quality of their research, | | n Management, Digital Entrepreneurship |
|--|----------------------------------|--|------|--|---------|--|--|--|

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| | | | | | | promote statistical literacy, and contribute to evidence-based decision-making in their respective disciplines. | | |
| 10 | Podcast Competition (Inter-university) | 02-12-2025 | Dr Sarina, Ms Aditi | To celebrate commemorative day | celebration | Students will learn the art of public speaking | Students Feedback | Television and Video Production |

| | | | | | | | | |
|----|---|------------|---------------------------------|--|-------------|--|-------------------|--|
| 11 | Filmography (Interuniversity Film Festival) - Academic Media Fest | 14-09-2025 | Mr Karan Singh, Dr. Amit Chawla | To celebrate Filmography Film Festival | celebration | Students will come up with their creativity and expression | Students Feedback | Cinema & OTT Production, Television and video production |
|----|---|------------|---------------------------------|--|-------------|--|-------------------|--|

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|----|--|--------|---|--------------------------|--------------------------------|--|---------------------|-----------------------------------|
| 12 | Participati on in NIRF and other recognize d ranking like Shanghai Ranking, QS Ranking Times Ranking etc | Dec-25 | Dr Ritika Choudh ary, Dr Amit Chawla | Upskill of faculty | Intera ctive sessio n | Faculty will underst and the importa nce of NIRF in academi c sector | Faculty Feedback | Research and Innovatio n |
|----|--|--------|---|--------------------------|--------------------------------|--|---------------------|-----------------------------------|

| | | | | | | | | |
|----|-----------------|--------|--------------------------------|------------------------------|---------------------|--|------------------|-------------------------|
| 13 | Workshop on IPR | 25-Dec | Dr Ritwik Ghosh, Dr Aaqib Butt | Upskill of faculty about IPR | Interactive session | Faculty will understand the importance of IPR in academic sector | Faculty Feedback | Research and Innovation |
|----|-----------------|--------|--------------------------------|------------------------------|---------------------|--|------------------|-------------------------|

16. Testimonials (Outstanding students/Alumni/ Distinguished guests)

Poorvi - Reflecting on my time at KR. Mangalam University as a Bachelor of Journalism and Mass Communication graduate (Batch of 2017-2020). I can say it was truly transformative. The exceptional faculty, with their vast industry experience, enriched our learning immensely. The meticulously designed course balanced theoretical knowledge with practical experience. The state-of-the-art newsroom and radio studio facilities provided a realistic media environment, enhancing our vocal, verbal, and presentation skills. These resources, coupled with the faculty's expertise, made my time at KR. Mangalam University both enriching and pivotal for my career in mass communication.

Prerna - "I am thrilled to express my heartfelt gratitude to KR Mangalam University for providing an exceptional learning experience through their B.A. program in Journalism and Mass Communication. The journey has been nothing short of

transformative, and I am genuinely grateful for the knowledge, skills and opportunities gained during my time at this esteemed institution

17. Contact Details

K. R. Mangalam University

Sohna Road, Gurugram, Haryana 122103

Mail - welcome@krmangalam.edu.in

Phone - 01148884888, 8800697010 - 15, 8192888444

18. Appendices (templates for NOC, bonafide, Assessment Rubrics for Dissertation, etc.)

NOC Format



No Objection Certificate (NOC) for Internship

This certificate acts as a No Objection Certificate (NOC) from K.R. Mangalam University, authorizing:

Student Name: _____

Roll Number: _____

Course & Year: _____

Contact Number: _____

Academic Session: _____

Semester: _____

to engage in an internship, a compulsory credited component of their academic program. This internship is designed to immerse the student in the corporate environment and enhance their domain-specific knowledge, crucial for their professional development.

Internship Duration: _____ weeks

Starting From: _____

K.R. Mangalam University endorses the student's involvement with the following organization for the internship:

Company Name: _____

Assigned Project/Domain of Specialization: _____

Name of HR: _____

HR Contact Number: _____

HR Email: _____

We kindly request the organization to assign the student a project that aligns with their specialization, aiding in their academic and career advancement.

This NOC confirms that K.R. Mangalam University has no objections to the student's participation in the specified internship program.

Approval by Dean:

Dean's Signature & Stamp

Head of Career Development Centre (CDC) Signature & Stamp

Date: _____

To,
The Dean,
(Name of School),
K.R. Mangalam University

Date: _/_/___

Subject: Request for no objection certificate

Respected Sir/Madam,

Respected, I _____ (Name), S/o, D/o _____ (Name of the Parent/ Guardian)
studying in _____ (Program Name and School name) of your reputed University.
My roll number is _____ (Roll Number).

I am writing this letter to state that, I require a No Objection Certificate for _____
(Placement/ Internship/Training). The duration of the Internship/training is _____
(week/month). (Duration not required in case of Placement)

I request you to kindly look into the matter. I believe I will be getting a positive
response from your side at the earliest.

I assure you that I will be available at the University as and when required for any
submissions and examinations to complete my academic requirements.

Yours,

Faithfully/Sincerely,

(Name),

(Program)

(School)

(Roll No.)

Annexure:

- 1) Placement/Training /Internship offer letter from Industry.
(in case of training/internship duration to be mentioned)



K.R. MANGALAM UNIVERSITY
THE COMPLETE WORLD OF EDUCATION



Ref. No. KRMU/SEMCE/.....

Date:-

.....


BONAFIDE CERTIFICATE

This is to certify that S/O or D/O..... bearing enrolment number..... is a student of.....school or faculty for the academic year..... He or She is a Bonafide student of.....University.

Signature Head of the School/Faculty
(With stamp and seal)

 **Website**
krmangalam.edu.in

 **Phone**
011 -48884888

 **Address**
Sohna Road, Gurugram, Haryana
122103

LOR Format

For Student

RECOMMENDATION LETTER

Address, City, ST, Zip | Phone # | email address

[Today's Date]

[Addressee Name]

[Addressee Title]

[University Name]

[University Street Address]

[City, State, Zip]

Dear [Dean of Admissions/Admissions Officer's Name/Admissions Committee],

It is my great pleasure to recommend [Name of Student] for admission to [Name of University/Department]. I have known [Student] for [X years] and was delighted to serve as their [relation to student(teaching/coaching/advising)] at [Your School]. During that time, I watched [Student] grow into an outstanding individual who excels in both their academic and personal pursuits.

As [Student's] [relation to student], I witnessed their extraordinary [1-2 intellectual strengths] firsthand. Their [example of relevant academic work] was particularly impressive. In it they [details of academic work showcasing those intellectual strengths].

[Student's] academic accomplishments are rivaled only by their personal strengths. Their [2-3 positive personal traits] are beyond their years, and they are well-loved by both classmates and their teachers. When [scenario/challenge/situation/etc.], they [performed X action displaying aforementioned personality trait].

I highly recommend you accept [Student] for [X University program]. I am confident they will make an excellent addition to your university's student body. Please feel free to contact me if you have any questions regarding their character or past academic work.

Sincerely,

[Your Signature]

[Your Name]

[Your Position]

[Your School]