

BACHELOR OF ARTS  
JOURNALISM &  
MASS COMMUNICATION



**AMITY**  
UNIVERSITY  
ONLINE

# ONLINE BAJMC

With India's Most  
Trusted Education Brand

At a university ranked  
among the **top 3%**

by



**USA, UK & CANADA ACCREDITATIONS**



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STUDENT  
CON



# A LEADING GLOBAL EDUCATION GROUP

Amity Education Group is one of the largest education groups, established over thirty years ago, offering globally benchmarked education right from pre-school to Ph.D. level with over 400 UG & PG programs across various disciplines in education.



“ Each one of our students will be a success story. This is my dream; this is my commitment. ”

## Dr. ASHOK K. CHAUHAN

Founder President, Ritnand Balved Education Foundation

(The Foundation of Amity Institutions and the sponsoring body of Amity Universities)  
Chairman, AKC Group of Companies



## UNIVERSITIES IN

- NOIDA
- GURUGRAM
- GREATER NOIDA
- JAIPUR
- MOHALI
- LUCKNOW
- MUMBAI
- MOHALI
- GWALIOR
- RAIPUR
- KOLKATA
- RANCHI
- PATNA

## INTERNATIONAL CAMPUSES IN

- LONDON
- DUBAI
- SINGAPORE
- NEW YORK
- SAN FRANCISCO
- ABU DHABI
- MAURITIUS
- SHARJAH
- SOUTH AFRICA
- AMSTERDAM
- TASHKENT

## ABOUT AMITY UNIVERSITY ONLINE

Amity University Online stands as a pioneering institution in the realm of digital education, breaking down barriers and providing access to millions worldwide.

Through our platform, we are democratizing education, ensuring that regardless of geographical location or socio-economic background, individuals have the opportunity to pursue knowledge and skills vital for their personal and professional growth.

Our commitment to inclusivity and innovation drives us forward, as we continue to expand access to high quality education in the digital age.



*Amity Online, today, offers the **largest number of approved online degrees** to the **largest number of online students** across India, reflecting Amity's commitment towards empowering our youth through world-class education, who in turn will ensure a **Viksit Bharat**.*



Years of Excellence



Recruiters



Learners



Programs & Specializations

## INDIA'S FIRST UNIVERSITY TO GET **APPROVAL TO OFFER ONLINE DEGREES**

Post the University Grants Commission (Online Courses or Programs) Regulations, 2018

60+ PROGRAMS & SPECIALIZATIONS: Bachelors • Masters



MESSAGE FROM  
**CHAIRMAN**

**Mr. Ajit Chauhan**

Hon'ble Chairman,  
Amity University Online

In today's fast-paced and interconnected world, the pursuit of knowledge has never been more accessible. Amity is committed to providing you with a world-class education that transcends geographical boundaries. Whether you are a working professional seeking to advance your career, a dedicated lifelong learner, or someone taking your first steps into higher education, our digital platform is designed to accommodate your needs and aspirations.

As the landscape of education evolves, so do we. Our esteemed faculty, staff, and state-of-the-art technology are here to support your educational journey. From interactive online courses to digital libraries and academic forums, you'll have access to a wealth of resources that will enhance your learning experience.

At Amity, we're not just preparing you for a career; we're empowering you to make a positive impact on this world. So, whether you're ready to take the next step in your career or explore new horizons, we invite you to join us at Amity University Online and embark on a journey of discovery and growth.



MESSAGE FROM

**VICE CHANCELLOR**

**Prof. Dr. Balvinder Shukla**

Vice Chancellor,  
Amity University Online

Amity University Online epitomizes an unwavering pursuit of excellence, cutting-edge innovation, and transformative learning. Rooted in knowledge, research, and comprehensive education, your learning journey at Amity Online is tailored to transcend knowledge barriers and shape your destiny.

At Amity Online, we embrace a legacy of brilliance that empowers you with industry-centric skills, knowledge and expertise to achieve success confidently through lifelong learning and values.



MESSAGE FROM

**DIRECTOR**

**Prof. Abhinash Kumar**

Director,  
Amity University Online

Amity University Online provides 'Anytime, Anywhere' educational experience, intensive corporate interaction, industry-oriented teaching delivered by eminent corporate experts and world-class faculty.

Designed to suit both graduate students and working professionals, our programs adhere to UGC's stringent criteria and we are at par with the campus programs.

# ABOUT PROGRAM

## **BACHELOR OF ARTS JOURNALISM & MASS COMMUNICATION**

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**LEARNING EFFORTS:** 12/15 HRS A WEEK  
**DURATION:** 3 YEARS | **CREDITS:** 126

### **ACCELERATE YOUR CAREER SUCCESS WITH AMITY'S ONLINE BAJMC**

An exhaustive three year (6 semesters) undergraduate program offering in-depth study of theoretical concepts and functional areas in journalism and mass communication.

The course covers important concepts, trends, and practices in the field, ranging from advertising, electronic communication, print media, news writing, public relations, corporate communication, editing, photo-journalism, event management, reporting, writing, audio-visual communication, cyber journalism, and press law and media ethics to TV production, the internet, new media, and media ecology. The program provides high-quality academic and technical training using different teaching resources, including case studies, practical exercises, student meetings, screening, and group readings. The program includes technical skills in many areas of mass media and interaction, theoretical views on their existence and use, and historical and social knowledge of their dynamics.

Given its scope, the program will benefit anybody (with 10+2 years of formal schooling) keen on gaining in-depth knowledge in the subject area.



# PROGRAM CURRICULUM

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## SEMESTER 1

- Mass Communication Models & Theory
- Print Journalism
- Graphics & Visual Communication
- Business Communication

## SEMESTER 3

- Advertising Concepts
- Introduction to Television Production
- Introduction to Media Research
- Global Media Scenario
- Individual Excellence & Social Dynamic

## SEMESTER 5

- Event Management Concepts
- Film Making Techniques
- Client Servicing and Creatives
- Brand Management
- Professional Ethics

## SEMESTER 2

- Introduction to Radio & Audio Technique
- Photography Theory & Practice
- Media Ethics and Laws
- Environmental Studies

## SEMESTER 4

- Online Journalism & Digital Media
- PR Concepts
- Communication for Sustainable Development
- Principles of Marketing-1
- Writing for Specialism

## SEMESTER 6

- Major Project
- Camera Operations
- PR & Campaign Planning
- Digital Marketing & Content Development
- Ad Production & Campaign Planning

## ELIGIBILITY

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- 10th Class Certificate (Completing 10 years of formal schooling)
- 12th Class Certificate (Completing 12 years of formal schooling)

# OUR ACCREDITATIONS & RECOGNITIONS

## Endorsements of Academic Quality & Excellence



**ONLINE MBA  
RANKINGS  
2023**

**INDIA'S ONLY  
ONLINE MBA RANKED  
Asia Pacific Top 10**



First university in India to receive UGC approval for Online Degrees and Learning Platform



The Western Association of Schools and Colleges



Ranked 35 by National Institutional Ranking Framework



Ranked among Top 3% Globally



Degree programs approved by All India Council of Technical Education



WES accredited in Canada



India's first private university to be a member



## STUDENT TESTIMONIALS



“ Amity Online’s BAJMC program offered a perfect blend of theory and practical application. The industry collaborations and profile-building initiatives allowed me to showcase my creativity and excel in the dynamic field of media. ”

**Kiran Chauhan**  
BAJMC Student

## HEAR FROM OUR WORKING PROFESSIONAL STUDENTS



“ After a detailed research of various online institutions, I shortlisted Amity University Online for its international reputation, positive recommendations, and the convenience and flexibility it offers to working professionals who can easily skill up without having to take a break or quit their job. ”

**SUSHI KUMAR**  
Head of Production, Republic World



“ It’s clear that the convenience and flexibility offered by the Amity online has allowed me to pursue my degree without interrupting my career. The proactive support provided by the student support team and the innovative features such as Proctor mode examinations demonstrate Amity’s commitment to delivering a high-quality online learning experience. ”

**VAIBHAV SHARMA**  
Content Producer, NDTV



“ The decision to pursue my online degree at Amity University was a strategic one for my career and it has greatly influenced my career trajectory. I am happy that I took this decision and will recommend to other fellow aspirants as well. ”

**NANDITA DAS**  
Content Manager, ABP News

# AMITY UNIVERSITY **ONLINE ADVANTAGES**

## Top-Notch Online Learner Experience



### **Top international faculty**

Lectures delivered by top international faculty offer captivating insights with a global perspective.



### **AI-ProfessorAMI**

AI-PROF. - AMI, powered by Chat-GPT 4 & OpenAI tech for 24/7 doubt clearing & support



### **Diverse learning mediums**

Diverse learning options through recorded lectures, audio books, physical books, e-books & more



### **Industry-aligned curriculum**

Program curriculum aligned with industry demand for better employability



### **Interactive faculty sessions**

Engage in a dynamic learning environment with our continuous faculty interaction and dedicated doubt-clearing sessions



### **Career services & placement assistance**

Career services & placement assistance with 500+ hiring partners ensuring opportunities for professional growth



### **Remote proctored exams**

Take exams with ease, integrity and convenience from the comfort of your own space



### **Dedicated academic advisor**

Expert guidance by professionals who support you in your academic journey



### **1:1 Industry mentorship**

Elevate your skills and career prospects with tailored insights, cultivating a pathway to professional success

# CAREER SERVICES

## PREPARING YOU TO BECOME JOB-READY

Amity University Online is committed to enhance your employability by helping you become industry ready. From skills assessments and resume building workshops to mock interviews and placement drives, we provide a range of services to help you succeed. Our goal is to ensure that you are matched with the perfect job that aligns with your aspirations.



**25 LPA+**  
HIGHEST PACKAGE  
OFFERED

**500+**  
HIRING  
PARTNERS

**3000+**  
JOB  
OPPORTUNITIES

## ON CAMPUS **EXPERIENCE**

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### EXTENSIVE INTERACTION WITH **FACULTY AND PEERS**

- Campus orientation for new learners at all the Amity University campuses
- Weekend classes in campus
- Last-minute revision classes at all the Amity University campuses
- Guest lecture series on the campuses
- Access to library and programming labs on the campus
- Exam preparation classes
- Access to campus events



## ALUMNI WORKING AT

**MADISON**  
PUBLIC RELATIONS  
Strategic Communications Partner

**NDTV**

DECEAN  
**Chronicle**

**FIRSTPOST.**

THE TIMES OF INDIA

**paytm**

**KPMG**

**MetLife**

**Justdial**

**Google**

**Apollo**  
HOSPITALS

**AMERICAN**  
**EXPRESS**

**SBI Life**  
INSURANCE  
TRIAL NEW YORK

**Microsoft**

**HDFC**

## CORPORATE SPEAK

“ The hiring experience was nice as we got splendid support from the faculty to provide us with the talent pool. The career services team was of great assistance in providing us with all the requested details of the candidates and that too in the form that we wanted, which is very much appreciated as it made the process easy for us. ”

**SAKSHAM BHARDWAJ**

Senior Executive, HR Operations, Republic World

“ I am delighted to share my positive experience with Amity Online regarding the smooth and efficient conduct of our recent recruitment drive. I must commend the team at Amity Online for their professionalism, dedication, and innovative approach that made the entire process seamless and effective. ”

**LAKSHAY BHOLA**

Talent Acquisition Specialist, ABP Group

“ It was a great experience interacting with Amity Online students today. The quality of the students was impressive, and their skill set was at par with our expectations. What impressed us most was their ability to manage multiple responsibilities simultaneously. They are ambitious and will only push the bar higher in the coming times. ”

**ABHINAV SINGH**

Director, Analytics India Magazine

# FAQs

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## **1. What is Amity University Online?**

Amity University Online is the online learning platform of Amity University, one of India's leading private universities. It offers a wide range of undergraduate, postgraduate, and diploma programs across various disciplines, delivered entirely online.

## **2. How does online learning with Amity University Online work?**

Our online learning platform provides students with access to course materials, lectures, assignments, and discussions through an intuitive and user-friendly interface. Students can engage with their studies at their own pace and convenience, accessing resources from anywhere with an internet connection.

## **3. Are the programs offered by Amity University Online accredited?**

Yes, all programs offered by Amity University Online are accredited by the relevant accreditation bodies. Our online degree programs are recognized and respected by employers and institutions worldwide.

## **4. What are the admission requirements for Amity University Online programs?**

Admission requirements vary depending on the program and level of study. Generally, applicants are required to meet certain academic qualifications and need to submit documents such as transcripts, national identity cards.

## **5. How are online classes conducted?**

Online classes are conducted through live lectures, pre-recorded videos, interactive discussions, and virtual classrooms. Students can participate in real-time or access recordings later, providing flexibility to accommodate various schedules and time zones.

## **6. Can I interact with faculty and classmates in an online program?**

Yes, our online programs encourage interaction and collaboration among students and faculty. You can engage in discussions, ask questions, and seek guidance from instructors and classmates through various online communication channels.

## **7. What academic support services are available to online students?**

Amity University Online offers a range of academic support services to help students succeed, including academic advising and technical support.

## **8. How are exams and assessments conducted in online programs?**

Assessments may vary depending on the course but typically include a combination of quizzes, assignments, and projects. Exams are conducted through a remote online proctoring system and can be taken from anywhere.

## **9. Can I transfer credits earned from other institutions to Amity University Online programs?**

Yes, we accept transfer credits from accredited institutions, subject to evaluation and approval by our admissions team.

## **10. How do I apply for an online program at Amity University Online?**

To apply for an online program, simply visit our website, select the program you're interested in, and follow the application instructions provided.

## **11. Are student loans available for online students?**

Yes, we offer various options, including scholarships, loans, and easy payment plans, to help make education more accessible for our students.

## **OTHER ONLINE PROGRAMS OFFERED**

**MBA**

**BCA**

**BBA**

**BA**

**MCA**

**B.COM**

**M.COM**

**MAJMC**



**AMITY**  
**UNIVERSITY**  
ONLINE



**1800 102 3434**



**amityonline.com**