

D. B. J. C. C.

**ORDINANCE REGARDING RULES OF ADMISSION, EXAMINATION,
PROMOTION AND ATTENDANCE**

There shall be a Diploma in Business Journalism and Corporate Communication (DBJCC) at the Post Graduate Level. This will be a full time course of one year duration divided into two semesters.

1. ADMISSION

The Maximum number of students to be admitted for DBJCC are 40.

(a) *Eligibility Conditions*

(1) *General Category*

This course is open to graduates of all disciplines with atleast 50% marks in Bachelor's degree.

(2) *Reserved Category*

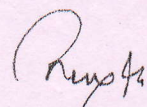
- (i) 50% of total seats are allotted to sikh minority students.
- (ii) 3% seats are reserved for candidates with physical disability.
- (iii) Children and/or windows of personnel of Armed/Paramilitary Forces killed/disabled in action during the wars from 1947-48 onwards or those who died while on duty, shall be allowed relaxation of 5% in minimum eligibility requirements.

(3) *Foreign Students*

Eligibility conditions for the foreign students will be the same as for the general category students.

(4) *Others*

Candidates appearing for the final examination of Bachelor's Degree are eligible to apply. Their admission, however, will be subject to fulfilling eligibility conditions. Candidates placed in compartment or reappear or improvement are not eligible for the course.


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(b) **Admission Test**

Admission to DBJCC shall be based on the entrance test conducted by the college with 80% weightage Group Discussion with 10% weightage and Interview with 10% weightage.

The admission test will be of 2 hours duration and will consist of objective type questions with weightage on:

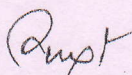
- (a) Economics and Business Awareness (30%)
- (b) General Knowledge and Current Affairs (20% weightage)
- (c) General English (20% weightage)
- (d) Quantitative Ability and Logical Reasoning (30% weightage)

NOTE:

1. Result of the Admission test will be notified by the College.
2. Separate merit list for SC/ST and other reserved category candidates will be prepared.
3. Medium of Instruction shall be English.

2. SCHEME OF STUDY AND EXAMINATION

1. Candidate shall have to study 9 papers and one project in one year duration of the DBJCC program.
2. All Papers are compulsory.
3. The examination for each paper will be conducted for 100 marks of which 70 marks are for written examination. The remaining 30 marks are reserved for internal assessment which will be judged on the basis of the students performance in mid-semester examination, presentation, participation in seminars, preparation of House Newspapers and Journals and Detailed report of Mock Press Conference, etc.
4. The duration of written examination for each paper will be 3 hours.
5. Internal Assessment : 30 marks in each paper reserved for internal assessment are to be judged on the following basis:
 - (a) 15 Marks on the basis of mid-semester examination
 - (b) 5 Marks for class presentation
 - (c) 5 Marks for preparation of House Newspapers and Journals / Assignments
 - (d) 5 Marks for detailed report of Mock Press Conference / Assignments


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6. The project report of the student will be evaluated by an internal and external examiner separately. Both will award marks out of 35 each. The viva-voce will be conducted jointly by the internal and external examiner who will jointly evaluate the student's performance out of 30 marks.

3. **PASS PERCENTAGE**

A Student shall be declared to have passed the course if he/she obtains 45% marks in each paper and 50% marks in the aggregate.

4. **SPAN PERIOD**

No student shall be allowed to appear in the examination more than twice and a student must pass the examination within 2 years of his/her first admission to the course.

5. **CLASSIFICATION OF RESULTS**

Successful candidates shall be classified as follows on the basis of the combined performance in I and II Semester:

- First Division with Distinction : 75% marks or more in the aggregate
- First Division : 60% Marks or more in the aggregate
- Second Division: 50% Marks or more in the aggregate.
- The minimum pass marks would be 50% Marks in the aggregate. To get the diploma he/she must pass in all the papers, i.e. obtain atleast 45% marks in each paper.

6. **ATTENDANCE REQUIREMENT**

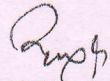
The Candidate must have attended at least 75% of the total lectures and practicals delivered in order to be eligible to appear in the final examination.

7. **FREE STRUCTURE**

A student admitted to the course will be required to pay ₹ 15,000/- per annum over and above the college charges.

8. **REMUNERATION OF VISITING/GUEST FACULTY**

The College plans to provide ₹ 1000/- per lecture as remuneration.


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9. SYLLABUS OF COURSE

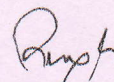
The semester wise paper details are as follows:

Title of Papers	Maximum Marks*	Duration (Hours)
<u>First Semester</u>		
1. Communication and Mass Communication	100	3
2. Indian Business Environment	100	3
3. Print, Electronic and Cyber Journalism	100	3
4. Financial System and Analysis	100	3
5. Mass Media and Information Technology	100	3
<u>Second Semester</u>		
6. International Communication	100	3
7. PR and Corporate Communication	100	3
8. Advertising and Marketing	100	3
9. Reporting and Editing-Theory and Process	100	3
10. Project Report	100	3
Total	<u>1000</u>	

(*30 Marks in each paper from 1 to 9 are reserved for internal assessment)

10. SCHOLARSHIP

Scholarship – Scholarship will be awarded to be deserving candidates particularly of reserved category.


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Academic Session

Session

The academic session shall start from August 2015 to June 2016.

First Semester

4th August, 2015 to 5th December, 2015

Second Semester

3rd January, 2016 to 30th June, 2016 including 6 weeks of Summer Training

Eligibility Conditions

General Category

These courses are open to graduates of all disciplines with at least 50% marks aggregate in Bachelor's degree in any discipline.

Reserved Category

- (i) Candidates belonging to SC/ST categories shall be allowed 5% relaxation of the marks in the minimum eligibility requirements.
- (ii) 3% seats are reserved for candidates with physical disability.
- (ii) Children and /or widows of personnel of armed/Paramilitary Forces killed/ disabled in action during the wars from 1947-1948 onwards or those who died while on duty, shall be allowed relaxation of 5% in minimum eligibility requirements.

Foreign Students

Eligibility conditions for the foreign students will be the same as for the general category students.

Others

The provisional admission of the candidate whose result has not been declared will be done as per University of Delhi notification in this regard.

Evaluations and Span Period

- The minimum marks for passing the examination shall be 45% in each paper and 50% in aggregate for the award of Diploma.
- If a candidate absents/fails to secure 45% in any of the paper/s in first semester, he will be promoted to the second semester and will have to appear in those paper/s along with the second semester examination in the same academic year.
- If a candidate absents / fails to secure 45% marks in any paper/s of second semester, he will have to appear in those paper/s in the second semester examination to be held in the subsequent year as an ex-student as per the rules of University.
- If a candidate fails to secure 50% marks in aggregate in both the semesters but secures at least 45% marks in each paper then he can appear in any paper/s of first/second semester along with the second semester examinations to be held in the subsequent year. However, a candidate will not be given more than two chances in any paper as per the ordinance.
- Candidate who has already received the minimum pass marks in the project report at the University examination shall not be allowed to submit the report. Project Report will be submitted in original and individually by each candidate.
- The conditions of passing the course shall not be deemed to have been satisfied unless a student undergoes practical training under the supervision of the Department in approved organization for six weeks.
- No revaluation of answer books is permitted as per the rules of the University applicable to the professional courses.

Attendance

The candidate must have attended at least 75% of the total lectures and practicals delivered in order to be eligible to appear in the final examination.

Pedagogy

In order to impart required knowledge and train the students, the college proposes to use a combination of class rooms lectures, interactive sessions including presentations, group discussions, panel discussions, seminars and mid semester workshops.