

## → The Programme Experience

- Obtain a **dual degree with a qualification from a foreign accrediting body**, based in UK or the USA in Marketing, Finance or HR
- Personal mentoring and learning at a self-structured pace
- Well qualified faculty who are experienced and caring
- Programme module that concentrates on print, television and radio
- Interactive classes
- Assessments based on practical work, assignments and presentations
- New media **training by industry centric professionals**
- Learning through practice by producing newsletters and newspapers
- Learning from the industry through **interactive sessions with experienced media persons**
- **Internship with media professionals** from III semester onwards
- Fests that are student designed and articulated
- Participation in **media fests across the country**
- State-of-the art labs for audio, video and computer based work, with cutting edge software and media tools



## → The Programme Rewards

- The opening of wide array of career options across the fields of Journalism, Media Management in Marketing, Technical Writing, Web Designing, Content Development, Corporate Communications, Advertising, Public Relations, Event Management etc.
- Flexibility to work in multiple areas, even from home!
- The option to pursue Master's Degree in the same field or move into management related Master's programme (MBA etc.)

### Contact Information

#### Jain University

Corporate Office  
#91/2, Dr. A N Krishna Rao Road,  
V V Puram, Bangalore- 560 004  
P +91 91 80 4343 1000 F + 91 80 2650 0895  
E [jainuniversity@gmail.com](mailto:jainuniversity@gmail.com)  
W [www.jainuniversity.ac.in](http://www.jainuniversity.ac.in)

#### Center for Management Studies

#1/1-1, Atria Towers, Palace Road, Bangalore - 560 001  
P + 91 80 4343 0200 F + 91 80 2235 3215

### Follow us on



Flickr



Twitter



Facebook



YouTube

10 - 489  
Concept & Design, Office of HR & Communications, The JGI Group

# Bachelor of Media Studies



# JAIN UNIVERSITY

## Studying at Jain University



### Programme Choice

We offer a wide variety of under graduate & post graduate programmes with our qualifications particularly tailor made to meet the needs of industry and commerce. A well established reputation with professional and industrial bodies, facilitates consistent review of our portfolio and ensures that our student's requirements and employer's needs are met.

### Pioneering Teaching & Research

The faculty is distinguished by its dedication, enthusiasm and commitment. It is comprised of talented people, many with advanced degrees. They possess a deep knowledge of subjects they teach and have a unique understanding of students and how they learn best.

### Great Student Experience

The ambience at JU for BMS students fosters spirited fun! Students participate in fests within the country & abroad, enjoy the benefits of clubs & industry visits, test their wit and skills in challenging activities... the list goes on. The emphasis in all these is on developing confidence, bonding with fellow students and effective social networking.

### Outstanding Student Support

At Jain University, you will benefit from some really great facilities, including classrooms fitted with new state-of-the-art equipment, high-tech teaching rooms, laboratories and Wi-Fi internet access throughout the University.

### Sports at Jain University

Stemming directly from the vision of overall student development, we provide facilities for every sport activity that students find interest in. Exceptional talents are given adequate encouragement to emerge as winning performers in their chosen sporting disciplines.

### Career & Placement Services

The career & placement services provide unbiased information, advice and guidance to first help students understand themselves and the employment market. Later they are supported to plan and prepare for their future by developing suitable career related skills & knowledge. We aim to help students find a career that uses their unique skills & individual experience to the fullest.

### Accommodation

The Jain University hostels, located across South Bangalore provide separate spacious accommodation for boys & girls with all essential facilities and amenities.

### A Hub for Entrepreneurs

RCJ Centre for Entrepreneurship promotes entrepreneurial development, business incubation, empirical research and action research in the area of entrepreneurship leading to incubation of 42 companies till date.

### Alliances

Partnerships are integral to our overall strategy for impact, sustainability and growth. Our alliances bring to bear the experience of more than 26 International & National organizations.



## Bachelor of Media Studies



The Bachelor's Degree in Media Studies prepares students who are deeply committed to social concerns & sought after by the Media Industry. The programme prepares students for a swiftly changing industry through acquisition of contemporary skills and through intensive training in relevant communication technologies.

### Degrees Offered

#### BMS + Certificate in Human Resource Management

Certifying Body

- BMS from Jain University
- Certificate in Human Resource Management from JIMS

#### BMS + Diploma in Business Entrepreneurship

Certifying Body

- BMS from Jain University
- Diploma in Business Entrepreneurship from Entrepreneurship Development Institute of India (EDII)

#### BMS + Diploma in Travel & Tourism

Certifying Body

- BMS from Jain University
- Diploma in International Airline Travel & Tourism Management from JIMS

### Duration

3 years, 6 semesters

### Eligibility

PUC / CBSE / ISC or Equivalent