



# CU Online

Discover. Learn. Empower.

# Kickstart Your Career In Journalism with \_\_\_\_\_

## Bachelor Of Arts – Journalism & Mass Communication (BA JMC)



RANKED # 19  
AMONGST TOP  
UNIVERSITIES  
IN INDIA





## ABOUT CHANDIGARH UNIVERSITY

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Chandigarh University, a leading Indian institution, offers a unique amalgamation of professional and academic excellence. In more than a decade-long journey of driving transformation in the educational landscape, the University has made remarkable achievements, winning the most prestigious awards, rankings, and accreditations. The QS Asia University Rankings 2025 ranks Chandigarh University as the No. 1 private university in India, while the prestigious QS World University Rankings 2025 places it globally at a rank of 691–700. Additionally, with the positioning among the top 20 universities in the National Institutional Ranking Framework 2024 released by the Ministry of Education, Government of India, and A+ accreditation by the National Assessment and Accreditation Council in the first cycle itself, the University establishes itself as one of the premier destinations for higher education.

# TOP RANKINGS TESTIFYING OUR EXCELLENCE



India's No. 1  
Private University  
for Three Consecutive Years



**BESTOWED WITH A+ ACCREDITATION BY NATIONAL ASSESSMENT AND ACCREDITATION COUNCIL (NAAC) in the first cycle**



**AMONG WORLD'S TOP 500 UNIVERSITIES**

Hospitality & Leisure Management #1, Social Sciences & Management #9, Computer Science & Information Systems #10, Engineering & Technology #11, Engineering - Mechanical, Aeronautical & Manufacturing #14, Business & Management Studies #18



**NBA ACCREDITED ENGINEERING AND MBA PROGRAMS**



**GLOBAL RANK 575**  
by QS World University Rankings 2026



**RANKED #19 AMONGST TOP UNIVERSITIES IN INDIA**  
(Engg. #31, Mgmt. #32, Pharmacy #15, Architecture #14)



**RANKED NO. 1 IN INDIA FOR FILING HIGHEST NUMBER OF PATENTS**  
in the year 2021-22

## RECOGNITIONS, ACCREDITATIONS & MEMBERSHIPS



## INTERNATIONAL MEMBERSHIPS



# TOP REASONS TO CHOOSE ONLINE EDUCATION: THE FUTURE OF LEARNING

Online education has transformed the way we learn, offering flexibility, accessibility, and opportunities for growth. Whether you're balancing a career, family, or simply seeking a more convenient way to study, online learning provides a pathway to achieve your aspirations with ease and efficiency.



## Flexible Learning

Study at your own pace and schedule, allowing you to balance education with work, family, or other commitments.



## Accessible Anywhere

Access learning materials from anywhere with an internet connection, breaking geographical barriers to education.



## Self-Directed Progress

Choose the pace of your learning, allowing you to spend more time on challenging topics and less on familiar ones.



## Diverse Peer Network

Connect with fellow learners from various professional and geographical backgrounds, enriching your learning experience.



## Advanced Learning Tools

Benefit from interactive platforms and digital tools that make it easier to understand and engage with complex topics.



## Continuous Access to Resources

Review materials, lectures, and assignments anytime, ensuring consistent support throughout your learning journey.



## Exams on Demand

Take assessments when you're ready, providing flexibility and helping reduce exam-related stress.



## Expert-Led Sessions

Learn from industry experts and guest speakers, gaining insights and practical knowledge directly from professionals.



## Cost-Effective Education

Enjoy reduced costs related to commuting, accommodation, and often lower tuition fees compared to traditional on-campus programs.

# ONLINE DEGREE EQUIVALENCE

The degree obtained through online mode is equivalent to the degree offered through conventional mode as per the Regulation 22 of UGC, 2020 (University Grants Commission)

ONLINE DEGREE =  
REGULAR DEGREE

## UNIVERSITY GRANTS COMMISSION PUBLIC NOTICE



एन-विद्यालय विमुक्तये

प्रो. रजनीश जैन  
सचिव  
Prof. Rajnish Jain  
Secretary



सत्यमेव जयते

विश्वविद्यालय अनुदान आयोग  
University Grants Commission

(शिक्षा विभाग, भारत सरकार)  
(Ministry of Education, Govt. of India)

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F. No.3-5/2022(DEB-III)

**PUBLIC NOTICE**

August, 2022

02 SEP 2022

**Equivalence of degree obtained through ODL and Online mode with degree obtained through conventional mode**

The Regulation 22 of the University Grants Commission (Open and Distance Learning Programmes and Online Programmes) Regulations, 2020 stipulates as under;

**"Equivalence of qualification acquired through Conventional or Open and Distance Learning and Online modes.--** Degrees at undergraduate and postgraduate level in conformity with UGC notification on Specification of Degrees, 2014 and post graduate diplomas awarded through Open and Distance Learning mode and/or Online mode by Higher Educational Institutions, recognised by the Commission under these regulations, shall be treated as equivalent to the corresponding awards of the Degrees at undergraduate and postgraduate level and post graduate diplomas offered through conventional mode."

This is for information of the general public, students and other stakeholders.

  
(Rajnish Jain)

# Bachelor of Journalism & Mass Communication

*With a BA in Journalism & Mass Communications, learners develop an intellectual grounding in their concentration that enables them to be curious, ask more informed questions, and generate the skills that are required to succeed in this intensely competitive industry. The program covers a wide range of topics, including print journalism, advertising, photography, television and radio production and writing, convergence journalism, social media, and public relations, allowing learners to customise their path based on their interests.*

## Eligibility

10+2 or its equivalent examination in any stream conducted by a recognised Board / University / Council.

## Duration

3 years (6 semesters)

**120**

Minimum Credits

**50+**

Live Sessions

**200+**

Training Assistant Sessions

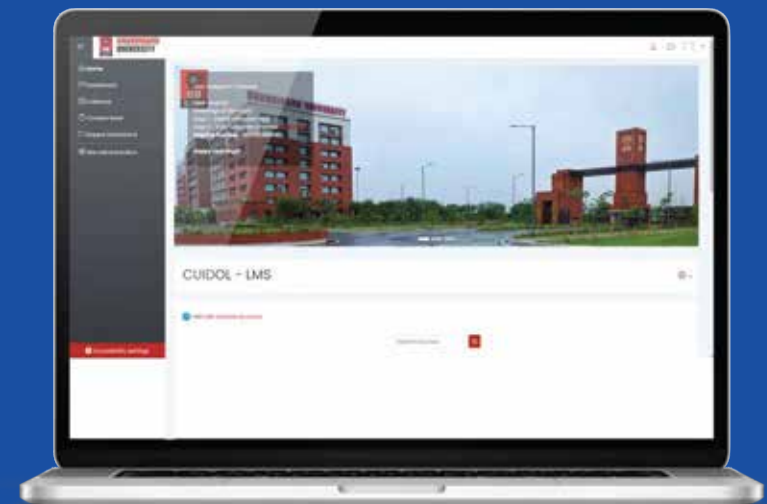
**25+**

Case Studies & Industrial Talks



## Fee Structure

FEES	Without EBD	With EBD (25%)
Prospectus Fees	₹ 1000	₹ 1000
Semester Fees	₹ 29,167	₹ 21,875
Annual Fees	₹ 58,333	₹ 43,750
Total Program Fees	₹ 1,75,000	₹ 1,31,250



# CU Online: A World of Opportunities

CU Online brings Chandigarh University's world-renowned education to the digital space, providing flexible, accessible, and high-quality learning experiences. Designed for ambitious learners, CU Online offers a range of programs with cutting-edge resources, expert faculty, and a globally recognised curriculum that empower you to advance your career and achieve your goals.



UGC-Entitled Online Programs



Interactive Sessions with Industry Experts



Internationally Recognised by WES\*



Advanced CU Learning Management System (LMS)



Placement Assistance with 300+ Hiring Partners



Dedicated 24\*7 Learner Support



Well Experienced & Globally Renowned Faculty



Exclusive Scholarships Available



On-Demand Examination



University E-Knowledge Resource Centre

\*WES : World Education Services

# Personalised Learning with Advanced Learning Management System (LMS)



## Interactive Live Sessions

- Engage in dynamic live workshops held on weekends, designed to enhance the classroom experience through interactive discussions.
- Enjoy seamless, real-time interactions between students and faculty.



## Comprehensive Video Library

- Access a curated library of video content, helping you master concepts at your own pace.
- Enjoy the flexibility of learning whenever it fits your schedule.



## Self-Assessment Tools

- Track your progress through learning materials with built-in self-assessment tools.
- Identify strengths and areas for improvement, allowing you to focus your efforts and optimise your study time effectively.



## Flexible Examination Options

- Create a customised exam schedule that aligns with your availability, giving you control over when to take your assessments.
- Our AI-monitored online exams ensure a secure, fair, and convenient testing environment, so you can focus solely on performing your best.



# Bachelor of Journalism & Mass Communication

## Program Structure

Semester 1	Semester 2	Semester 3
<ul style="list-style-type: none"><li>Introduction to Mass Communication</li><li>Communication Skills</li><li>Current Affairs</li><li>Print Media Reporting and Editing</li><li>History of Print and Broadcasting</li></ul>	<ul style="list-style-type: none"><li>Specialized Reporting</li><li>Digital Media</li><li>Introduction to Film Studies</li><li>Media Laws and Ethics</li><li>Mass Media Industry &amp; Management</li></ul>	<ul style="list-style-type: none"><li>Media Literacy &amp; Critical Thinking</li><li>Storytelling</li><li>Television Journalism &amp; Programming</li><li>Radio Programming</li><li>Media and Society</li></ul>
Semester 4	Semester 5	Semester 6
<ul style="list-style-type: none"><li>Fundamentals of Public Relations</li><li>Fundamentals of Advertising</li><li>Event Management</li><li>Digital Media Writing &amp; Content</li><li>Development Communication</li></ul>	<ul style="list-style-type: none"><li>Creative Advertising &amp; Reputation Management</li><li>Investigative Journalism</li><li>Elective as per specialization-I</li><li>Elective as per specialization-II</li><li>Media Research</li></ul>	<ul style="list-style-type: none"><li>AI for All</li><li>Corporate &amp; Crisis Communication</li><li>Capstone Project (with Live Industry Project)</li></ul>

# Diverse Career Opportunities for BA JMC Graduates

- ▶ News Reporter
- ▶ Broadcast Journalist
- ▶ Photojournalist
- ▶ Sr. Multimedia Journalist
- ▶ Investigative Journalist
- ▶ Foreign Correspondent
- ▶ Feature Writer
- ▶ Editor
- ▶ Copywriter
- ▶ Content Strategist
- ▶ Social Media Manager
- ▶ Public Relations Specialist
- ▶ Media Analyst
- ▶ Media Producer
- ▶ Digital Editor
- ▶ Content Marketing Specialist
- ▶ Technical Writer
- ▶ Freelance Journalist
- ▶ Press Secretary
- ▶ Columnist

# ACADEMIC DELIVERY PLAN

Mode: Quadrant delivery through LMS

- Weekly modules as per course credit
- Modules to be released on weekly basis
- Qualitative video repository of course content:  
Hours as per course credit
- E-books/OER material/CU digital library access
- Weekly case study discussions on LMS
- Weekly live interactive sessions by subject  
matter experts
- Live doubt clearing sessions through LMS





# ADMISSION GUIDELINES

All admissions are provisional and subject to fulfilment of necessary requirements.

Admission will be cancelled if the full fees are not paid or the required documents are not submitted online within the specified time frame. The University is not responsible for any loss of opportunity or any resulting loss or damage due to non-compliance.

The University reserves the right to alter any announced dates. Any changes will be promptly updated on the University's official website, [onlinecu.in](http://onlinecu.in).

Detailed information about programs and their eligibility criteria is available on our website, [onlinecu.in](http://onlinecu.in). Applicants are encouraged to review these details before applying.

Candidates must carefully read all instructions provided in the application form to ensure successful submission.

# ADMISSION PROCESS

## STEP 1

### **Online counselling:**

Our counselors will provide guidance to potential students on their selected program.

## STEP 2

### **Online registration to admission portal:**

Access to the admission portal is granted through online registration with a registration fee.

## STEP 3

### **Documents verification:**

The university admission team reviews the uploaded documents and confirms eligibility within a span of 4 Days.  
(Documents approval is subject to eligibility criteria as per the university guidelines.)

## STEP 4

### **Fee payment & LMS access:**

Students receive a fee payment link to complete payment. Upon successful fee payment, eligible students are granted access to LMS (Learning Management System)

# How to create ABC ID and DEB ID

## Step: 1

### To Create ABC ID\*

1. Download the DigiLocker app from Google Play store or Apple store
  2. Login to your DigiLocker account using aadhaar card number
  3. Click on search documents
  4. Search for 'Academic Bank of Credits'
  5. Fill all the necessary details
- Your ABC ID will be generated...**

## Step: 3

### Share the DEB ID details

1. Login to <https://apply.onlinecu.in/>
2. Fill in your CUOL ID and Password
3. Click on 5th step
4. Submit details mentioned for the DEB ID verification

## Step: 2

### To Create DEB ID\*

1. Go to: <https://deb.ugc.ac.in/StudentDEBId>
  2. Enter your ABC ID and click on submit
  3. Fill all the necessary details and click on submit
- Your DEB ID will be generated >>>>**



\*ABC ID: Academic Bank of Credits ID | \*DEB ID: Distance Education Bureau ID



# ONLINE

## Modes of Fee Payment

Students must register at [apply.onlinecu.in](http://apply.onlinecu.in). Once the application form is activated, the applicant will receive a University Account Number along with access to the payment gateway.

The payment gateway supports the following options:

- Credit/Debit Card (ATM)
- Net Banking
- RTGS/NEFT
- UPI/Wallet

Status of Student Fee paid through Online Mode will be updated. In case of any fee deposit related clarification/details, write an email to [admissions@cuidol.in](mailto:admissions@cuidol.in)





Apply Now: [www.apply.onlinecu.in](http://www.apply.onlinecu.in)  
For Admission enquiry: 1800-1213-88800  
Email: [admissions@cuidol.in](mailto:admissions@cuidol.in) | [helpdesk@cuidol.in](mailto:helpdesk@cuidol.in)

