



VBT Institute of Journalism and Mass Communication

(Faculty of Arts & Humanities)

The Institute of Arts & Humanities, established in August 2014, is a constituent college of C. U. Shah University and is located in the prime area of the city. The Institute provides the latest updated curriculum to the students with CBCS system adopted as per the norms of University Grants Commission and guidelines provided by MHRD which gives ample opportunities to the students to grow in all round development in shaping up their career in specific studies. It also allows the students to choose from wide-range of subjects and fields offered to them. The college has been playing a key role in providing resources in career development in all fields of services for humanities.

: Courses Offered :

Name Of Course	Specializations (as per Industry demand)	Duration	Eligibility
B. A. (J.M.C.)	Journalism and Mass Communication (JMC)	01 Year	Graduation in any discipline

Current Scenario:

Journalism is the most interesting career option a person can choose for. The job profile offers challenging assignments as it can lead a person into the wilderness and to the most happening places in the course of the job. This must be the most fun profession to choose from as the work involves meeting people and making the voice of the masses heard. Because the people in decision making positions can hear them out and the society functions as a well oiled machinery rather. Without the profession of journalism, the world might collapse with no one to take the news of one place to another. This Profession keeps the world connected through the thread of humanity.

Near Bhaktinandan Circle, Opp: Darbar Boarding ,
80 feet Road, Wadhwan City, 363030
Surendranagar Gujarat

Phone : (02752) 240188
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: Major Features:

- Teaching by highly qualified and experienced teachers/Journalists.
- The medium of instruction is Gujarati/Hindi/English. Besides the regular faculty, a number of experts from various fields are invited as Guest Lecturers. Course work includes the Syllabus, home assignments, seminars, laboratories, etc..
- Teaching and actual field experience by tie ups with Media houses.
- For elaborate reading in related subjects, the institute possesses a rich library.
- Organization of Debate, Group Discussion, Eloquent , Workshops and Seminar in order to develop communicative skills in students .
- Imparting training and knowledge by extra co curricular activities..
- Organization of Study Tour for widening the scope of students' knowledge and familiarity with other firms/institute/companies.

: Career Opportunities:

Ample employment opportunities in the fields of print and electronic media such as;

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| <input type="checkbox"/> Market/ Advertising Research | <input type="checkbox"/> Independent Film makers | <input type="checkbox"/> Ad film making houses |
| <input type="checkbox"/> Media Planning/ Buying houses | <input type="checkbox"/> Radio Channels | <input type="checkbox"/> Media Organizations |
| <input type="checkbox"/> Advertising agencies | <input type="checkbox"/> Corporate houses | <input type="checkbox"/> Corporate houses |
| <input type="checkbox"/> Journalist in newspaper / Television News Channels | <input type="checkbox"/> NGOs | <input type="checkbox"/> Event Management Firms |
| <input type="checkbox"/> Television Production houses | <input type="checkbox"/> Social Communication | <input type="checkbox"/> Marketing Communication professionals |
| <input type="checkbox"/> Television Channels | <input type="checkbox"/> Public Relation Agencies | |

:Training and Placement:

The courses provide opportunities for placement in various Media/Production houses in India & abroad including Government, non Government organizations. Besides regular Training & Placement drives are organized by the Training & Placement Cell of C. U. Shah University.

Future Prospects/Scope of the Course Future as a journalist holds a promising career for the adventurous people who are willing to go beyond the limits of the conventional and to bring out the facts that matter to the living world.

Contact:
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