



**SWAMI VIVEKANAND**  
**SUBHARTI**  
**UNIVERSITY**  
UGC Approved Meerut



**FACULTY OF ART AND SOCIAL SCIENCES**  
**DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION**

**ORDINANCE**

**Effective from Session 2022-23**

**BACHELOR OF ARTS IN JOURNALISM AND MASS COMMUNICATION**  
**(BAJMC)**

**SWAMI VIVEKANAND SUBHARTI UNIVERSITY**  
**Meerut**

## Ordinance No. V (A)

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### GENERAL:-

- This ordinance may be called “**Ordinance Relating to Bachelor of Arts in Journalism and Mass Communication**” (BAJMC) Course.
- It shall come into force from academic session 2022-2023
- This supersedes the previous Ordinance relating to Bachelor of Journalism and Mass Communication Course [V- A].

### PREAMBLE

- The modern education system is slowly finding its roots in ancient Indian Education System which was so dynamic that it kept evolving in complex environmental conditions. A vibrant and flexible educational system is a sure bet against all odds that a nation could face in the contemporary world. Against this importance of the need to keep the educational system in vibrancy, the Government of India constituted under the Chairmanship of Great Educationist and Scientist Dr. Kasturirangan. The Committee, after an exhaustive examination of the existing educational system and of the need to adapt to the changing condition of Young India aspiring for greater skills and knowledge, produced a voluminous Document known as ‘The National Education Policy (NEP) – 2020’.
- The NEP-2020 is based on the principle that education must develop not only cognitive capacities - both the ‘foundational capacities’ of literacy and numeracy and ‘higher-order’ cognitive capacities, such as critical thinking and problem solving – but also social, ethical, and emotional capacities and dispositions. In a broader way, NEP envisions an education system rooted in Indian ethos that contributes directly to transforming India, that is Bharat, sustainably into an equitable and vibrant knowledge society, by providing high-quality education to all, and thereby making India a global knowledge superpower.
- The NEP-2020 envisages a student centric educational system with an opportunity to learn multiple courses and programs and provides a comparable and globally competitive educational system. It transforms the existing Higher Educational System into creative, innovative and research-oriented system. In addition to the traditional and time-tested system of continuing with the 3- year educational program, the NEP provides an opportunity to the young minds to move up the ladder of knowledge stream by entering into the Honors and Research qualifications. The under-graduate three -year programs create a better avenue for higher-degree study at Master's / Ph.D. level and also demonstrate to prospective employers a higher capacity for independent learning and research, along with enhanced problem-solving, critical thinking, independent learning and communication.

- The SVSU, an educational base always had an objective to provide holistic education and accredited “A” University by NAAC, has a history of latching all contemporary changes and developments which are student-centric and society-growth oriented. The NEP-2020 needs the whole-hearted co-operation and support of galaxy of academia and educationist. Hence, the University constituted a Committee under the Chairmanship of incumbent Vice-Chancellor Maj. Gen (Dr.) G. K. Thapaliyal to frame Ordinance for all undergraduate programs under the umbrella of NEP-2020. This Ordinance shall be known as “Ordinance Governing Under-Graduate Programs under NEP-2020” of SVSU.

### ***The Salient Features of the Three Year’s Under Graduate Programs***

- a. It is a Choice Based Credit System under Semester Scheme.
- b. The programs comprise of about 50% Discipline Specific Core Courses as Major subjects, 20% Discipline Specific Core Courses/ Multi-Discipline Specific Courses as Minor courses, and remaining 30% Ability Enhancement Courses, Skill Enhancement Courses along with Open Elective Courses.
- c. The relative importance of Courses of the study is measured in terms of credits.
- d. The program permits horizontal mobility in course selections and vertical growth in the core courses.
- e. The students shall take part in value-based activities.
- f. The declaration of result is based on Aggregate Percentage of marks obtained and Cumulative Grade Point Average (CGPA) earned.
- g. The candidate has an option to exit after First or second year of the program and shall be awarded Certificate, Diploma, and General Degree, respectively with a provision to reenter and complete the degree.
- h. There is a provision to transfer the credits earned by the candidate during transfer from one institution to other.
- i. The program permits the consideration of credits earned from SWAYAM and other platforms recognized by the University.
- j. The Program has special provisions for independent learners to earn additional credits from inter / intra disciplinary subjects apart from mandatory credits.

**Definitions:** In this Ordinance, unless the context otherwise requires:

- i. “University” means Swami Vivekanand Subharti University, Meerut.
- ii. “College” means the constituent Higher Education Institutions of University.

- iii. "Program" or "Program of study" means a higher education program pursued for a degree specified by the Commission under sub-section (3) of section 22 of the University Grants Commission Act, 1956 (3 of 1956).
- iv. "Discipline" means faculty viz. Arts, Social Science, Science, Commerce, Management, etc.
- v. "Course" means subject or paper having specified units which go to comprise a specified program of study. A course may be designed to comprise lectures/ tutorials/laboratory work/ field work/ project work/ vocational training / viva / seminars/ term papers / assignments / presentations/ self-study/internship etc. or a combination of some of these.
- vi. "Credit" means the standard methodology of calculating teaching hours of the course per week in the semester system.
- vii. "Candidate" means, a person seeking admission or appearing for examination to the Under Graduate Program.
- viii. "Student" means a person admitted to, and pursuing, a specified credit-based course/program of study in a higher education institution.
- ix. "BoS" means Board of Studies in the various courses.

## **INTRODUCTION**

Ganesh Shankar Vidyarthi Subharti Department of Journalism and Mass Communication (GSVSDJMC) under **FACULTY of ARTS & SOCIAL SCIENCE** has been established in 2008 under **SWAMI VIVEKANAND SUBHARTI UNIVERSITY**, Meerut with the vision **to produce highly qualified skilled, trained, competent professionals for Journalism and Mass Communication industry.**

Mission to establish the GSVSDJMC was specifically centralized to focus on:

- To identify and demonstrate an understanding of the theoretical foundations of media.
- To analyze and critique a variety of media products, case studies and issues.
- To demonstrate an understanding of ethical issues related to the media.
- To provide quality education and skilled professional in Journalism and Mass Communication

## **Bachelor of Arts in Journalism and Mass Communication” (BAJMC)**

### **i. PROGRAMME OBJECTIVES:**

- To impart knowledge and practical application of journalistic reporting, researching, interviewing, editing and writing.
- To know the principles of communication, law and ethics and their application to professional journalistic practice and the pursuit of truth.
- Understanding the history and role of journalism and mass Communication in shaping society.
- Understanding the role of multimedia technologies, including social media, in the journalistic practice.
- Ability to effectively cover the diversity of groups in a global society.
- Demonstrate an awareness of journalism as an ethical practice.
- Produce work incorporating diverse groups and perspectives, including racial, gender, ethnicity, sexual orientation and religious concerns, on local, national and international issues.
- Understanding of journalism concepts and theory in the use and presentation of images and information.
- To conduct research and evaluate information by methods appropriate to the communications professions in which they work.
- To write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve.
- Knowledge of basic numerical and statistical concepts, as well as an understanding of how to attribute sources, both human and physical, into stories.
- To enhance activity focused on skill development, employability, entrepreneurship, and self-reliance.
- To apply tools and technologies appropriate for the communications professions in which they work.
- To give practical experience in a news media or other company through an internship.

### **ii. PROGRAMME OUTCOME:**

After successful completion of the programme, an individual will be able to:

- To develop the quality of missionary journalism among the students.
- To comprehend, interpret and critique media coverage of local, national and international issues.
- To apply ethical and legal journalistic principles to the practice of journalism.
- Identify the stylistic differences between print, broadcast, sport, mobile and online journalism.
- Master writing news leads, news story structure, beat reporting, and feature writing for a variety of mass mediums.

- Develop and present high-quality journalistic material in a variety of formats, including text, audio, video, still photography and Internet-based technologies—and in a combination of these formats.
- To demonstrate a familiarity with the basics of Public relation, advertisement and corporate communication.
- To apply tools and technologies appropriate for the communications professions in which they work.
- Anticipate and manage students to serve in the best media houses, channels, production houses, newspaper, and magazines.
- Produce work incorporating diverse groups and perspectives, including racial, gender, ethnicity, sexual orientation and religious concerns, on local, national and international issues.
- Analyze interpersonal skills to manage employees in a media industry with media management.
- To develop the quality of research and new thoughts.
- To build the relation between teaching and learning process, to understand the demand of the industry.
- To understand the human values/culture /and responsibility towards political and social development of the country
- To practical experience in a news media or other media industry through an internship.

### 1. **Pedagogy:**

The goal of Journalism and Mass Communication pedagogy is offered with an objective to train and prepare professionally skilled media persons and communication experts. It lends exposure to a wide range of meticulously framed syllabi.

- Importance to Theory and Practicals and its application:** The Journalism and Mass Communication curriculum focuses on innovative components in theory and practice, which in turn equips students to be full-fledged media men.
- Utilization of ICT:** The global media industry is in anticipation of ICT trained communication experts. To enhance critical and creative thinking amongst students, ICT tools are incorporated into the teaching methods which include research-led teaching, via presentations through smart classrooms, and practical productions.
- Research-based and research-led teaching:** The Research Projects are introduced

in the curriculum to strengthen the research concepts among the budding researchers. The students are introduced to various facets of Journalism and Mass Communication research such as print, electronic and new media research, global, health and political communication research, folk media, intercultural communication and research on development issues and so on in accordance to the relevance of the profession. The students will be required to do research project on a topic of their choice under the supervision of a research guide.

- d. **Brain Storming Approach:** Students will be involved in groups and individual discussions. This will help the students to develop and involve in the process of critical thinking and analysing. It further helps them in decision making and crisis management and also boosts self confidence.

### **Exit Options and Credit Requirements:**

A Certificate / Diploma/ Bachelor Degree or Bachelor Degree with Honours in Journalism and Mass Communication is awarded at the completion of every progressive year.

<b>Exit Option with</b>	<b>Certificate/Diploma/Degree/ Honors</b>
Successful completion of First year (two semesters) of the Four years multidisciplinary undergraduate Degree programme.	Certificate in Journalism and Mass Communication
Successful completion of Second year (four semesters) of the four years multidisciplinary undergraduate Degree programme	Diploma in Journalism and Mass Communication
Successful completion of Three year (six semesters) of the four years multidisciplinary undergraduate degree Programme	Bachelor of Arts Degree in Journalism and Mass Communication

A student will be allowed to enter/re-enter only after the odd semester and they can only exit after even semester. Re-entry at various as lateral academic programmes based on the above mentioned earned proficiency test records. The validity of the earned credit will be for a maximum period year or as specified by the academic bank of credits (ABC).

- 3.1: All the under graduate degree programs shall have six or eight semesters duration unless specified otherwise.
- 3.2: Each academic year shall have two semesters; odd and even semesters.
- 3.3: Each semester shall have 20 weeks (05 days per week system) with 90 working days (excluding Sundays and other holidays).
- 3.4: The Program shall have multiple exit option at the end of TWO/FOUR/SIX semesters (ONE, TWO, or THREE academic years respectively) with the award of Certificate, Diploma and General Degree.

In case if Program is of 8 semesters at the end of TWO/SIX/EIGHT semesters (ONE, THREE, or FORTH academic years respectively) with the award of Certificate, Diploma, and General Degree. However in such cases exit after fourth semester will not be permitted.

- 3.5: The candidate availing exit option shall re-enter the program at the beginning of any academic year to complete the degree with the prevailing syllabi.
- 3.6: Candidates shall be awarded Bachelor's degree with Honors on successful completion of EIGHT semesters (FOUR academic years) in selected undergraduate programs.

#### 4. PROGRAM STRUCTURE

- 4.1: Each program shall have three components, viz., i) Discipline Specific Core Courses (DSCC) ii) Elective Courses (EC) and iii) Ability Enhancement Courses (AEC), as given in **Annexures-1** (Course means subject / paper).
  - a) **DSCC:** DSCC are Compulsory Core Courses of the program.
  - b) **EC:** Elective Courses shall have three categories, viz., Discipline Specific Core Elective (DSE) Courses, Open Elective Course (OEC), Dissertation/ Research Project, Vocational Course, and Internship.
    - i. **DSE:** Elective courses offered under the core discipline of the study are Discipline Specific Core Elective (DSE).
    - ii. **Open Elective Course (OEC):** An elective course chosen from any other discipline/subject, with an intention to seek exposure beyond core course / discipline is called Open Elective Course in all the programs.

The student shall select any one OEC in the given semester, other than his / her DSCC across the disciplines from the **Annexure 2**.

A student can opt to study the OEC from the same subject in all the 04 semesters or can choose different OECs in every semester.



- iii. **Dissertation / Research Project:** An elective course designed to acquire special /advanced knowledge; such as supplement study / support study to a project work, and a candidate shall study such a course on his / her own, with an advisory support of a teacher / faculty member is called Dissertation / Research project.
  - iv. **Vocational Courses:** Vocational course refers to instructional and hands-on training programs / courses that focus on the skills required for a particular job function or trade for various programs mentioned in the **Annexure -1**.
  - v. **Internship:** It shall be a short-term internship of 10-15 days in 6<sup>th</sup> semester and long-term internship of about 30 days in lieu of Dissertation / Research project work in 8<sup>th</sup> semester for a job training in a suitable organization or hands on training or activity-based course at college level in order to gain work experience or to satisfy the requirements for a qualification.
- c) **Ability Enhancement Courses (AEC):** The Ability Enhancement Courses (AEC) shall be of two kinds: i) Ability Enhancement Compulsory Courses (AECC) and ii) Skill Enhancement Courses (SEC).
- i. **Ability Enhancement Compulsory Courses (AECC):** Environmental Study, Indian Constitution, English and Modern Indian languages (MIL) / Modern European Language Communications (MEL) are AECCs. (**Annexure - 3**). Environmental Study and Indian Constitution are mandatory.

A Student shall study Hindi/English as a First Language and any one of MIL/MEL as second language.

The student may continue to study the same language or may choose different language in the second year. The student may opt for any language listed in the **Annexure-3** even if the student has not studied that language at PUC or equivalent level.

Those who have not studied Hindi/ English up to PUC / 10+2 Level shall study Functional Hindi/ English in I semester and can opt the same subject or other MIL/MEL which may be continued till 4<sup>th</sup> semester. However, they may change the languages every year. With the permission of the University, a student may opt for any other language listed in the **Annexure-3** even if the student has not studied that language at PUC or equivalent level.

P.S.: 1) A deaf/spastic/mentally retarded/visually impaired/learning deficiency student shall be exempted from learning any one of the languages like English or MIL.

2) MIL means the languages mentioned in VIII Schedule of the Constitution of India.

- ii. **Skill Enhancement Courses (SEC):** These courses shall be chosen from a pool of courses designed to provide value-based and skill-based knowledge and should contain lab/hands-on training/ fieldwork .

**d) Special provisions for learners:**

- i. **Fast track completion of 03/04- Year degree program:** The students who wish to complete the undergraduate programs faster may do so by completing the different courses equal to the required number of credits and fulfilling all other requirements in N-1 semesters (where N is the number of semesters of an undergraduate program). This facility is available for undergraduate programs with a minimum duration of three years or six semesters.

For example, a student may obtain his/her Six Semesters Bachelor's degree, after successfully completing five semesters of the program, provided he/she has earned required/ prescribed number of credits and fulfills all other requirements for awarding the degree.

Likewise, a student may obtain his/her Eight Semesters Bachelor's degree with honors, after successfully completing seven semesters of the program, provided he/she has earned required number of credits and fulfills all other requirements for awarding the Bachelor's degree with honors.

- ii. **Slow track completion of 03/04- Year degree program:** The students may complete the undergraduate program in slow track. They may pursue the three years or six semester program in 4 to 5 years and four years or eight semester program in 5 to 6 years.

Hence, the higher education institutions have to admit candidates not only for programs, but also for subjects or courses. But the new admissions are generally made in the beginning of an academic year.

However, these provisions(4.1(d) i& ii) are applicable only for those students taking admission for the 5<sup>th</sup> and 7<sup>th</sup> semesters of the 3 and 4 years undergraduate programs, respectively. Further, these options shall be applicable only after issue of guidelines/ notification from the Regulatory authorities / University.

It is pertinent to point out duration of study will be counted in which Academic Year student studies or got failed. His/ Her Break in Multiple exits will not be counted as Period of Study

- iii. **Earning additional credits:** The student shall have an option to study any number of additional OEC/SEC from SWAYAM or similar platforms recognized by the University.

4.2: **DSCC:**

- a. Students of B.A. and B.Sc. shall choose any two DSCC from 1 to 4 semesters (Annexure-5 A & B). Among such two DSCCs, the student shall select one DSCC as Major and other as Minor course in 5<sup>th</sup> and 6<sup>th</sup> semesters. DSCC other than the discipline of the program shall be considered as Minor and the DSCC belonging to the concerned discipline shall be considered as the Major or Minor course.
  - i. **Case 1 in B.Sc.:** If the student opts Anthropology from Social Science Discipline as one DSCC and Chemistry from Science Discipline as another DSCC in 1 to 4 semesters, Anthropology shall be considered as Minor and Chemistry as Major in 5<sup>th</sup> and 6<sup>th</sup> semesters.
  - ii. **Case 2 in B.A.:** If the student opts Statistics from Science Discipline as one DSCC and Economics from Social Science Discipline as another DSCC in 1 to 4 semesters, Statistics shall be considered as Minor and Economics as Major in 5<sup>th</sup> and 6<sup>th</sup> semesters.
  - iii. Some of the courses are allowed as Minor courses only (Annexure-5 A & B).
- b. The student shall continue to study the previously opted Major course in 7<sup>th</sup> and 8<sup>th</sup> semesters.
- c. Once the DSCC is chosen, there shall not be any provision for change of DSCC.
- d. For other programs, Board of Studies (BoS) of the respective programs shall decide the DSCCs.

4.3: Each course shall have two components

- i) Lecturing (L) and
- ii) Tutorial (T)/ Practical (P).

Tutorial consists of participatory discussions, seminar presentations, desk work, etc. by the students of the respective courses.

P.S: There shall be no tutorial for Practical subjects and the courses having 2 credits.

4.4: **Credit system of the program:** Each 03-year program shall have a minimum of **150 credits** as mentioned in the. Credit means the unit by which a course is measured.

- a) 1 hour lecture or 1 hour tutorial per week is equal to 1 credit and that of 2 hours practical is equal to 1 credit. Tutorial is not mandatory for all the courses. However, the concerned BoS shall decide the necessity for any Course.
- b) Courses with 3 to 6 credits shall be evaluated for 100 marks and courses with less than 3 credits, including practical, shall be evaluated for 50 marks.

## 5. **WORKLOAD FOR TEACHERS**

5.1: Each theory session may have up to a maximum of 40 students, extendable to 60 students for B.A., B.Com. and B.Sc. programs; up to a maximum of 30 students extendable to 45 students for other programs irrespective of DSCC, DSE, SEC, OEC, Vocational and AECC in the class rooms.

5.2: For a practical batch, each 20 students shall have one teacher.

5.3: To determine a teacher's work load one hour theory/tutorial/practical class shall be considered equal to one hour work load.

## 6. **ADMISSION PROCEDURE**

### 6.1: **Invitation of Applications:**

- a) The University shall issue a notification for admission to various UG Programs for all odd semesters soon after the announcement of PUC II year / 10+2 results.
- b) Admissions shall be purely based on merit cum roster as per the norms of Government of Uttar Pradesh/ University issued from time to time.
- c) Academic year normally commences in the month of June every year. The exact date for commencement of academic year shall be decided by the University.
- d) Constituent colleges shall admit students for each program not exceeding the approved intake. Prior approval from the University is mandatory in case the admissions exceed approved limit.

6.2: **ELIGIBILITY:** A candidate who has passed two-year Pre-University Course (PUC) Examination conducted by Pre-University Education Board, Government of Uttar Pradesh, or 10+2 Examination conducted by CBSE or equivalent examinations by any

Other State or any other recognized Board / Department shall be eligible for admission to First Semester U.G. Program.

1. **For BA Journalism and Mass Communication** : A candidate with PUC / 10+2 of any stream or 3-year Diploma Course with any subject or 2-year JOC / ITI of any subject shall be eligible.

### 6.3: Admission Eligibility for Second and Subsequent Semesters:

- a) U G. Programs shall have carryover system up to 6<sup>th</sup> semester. The admission conditions are:
  - i. 75% attendance shall be mandatory for each semester and for each course to appear for semester-end examination. Further, 20% attendance shall be condoned for the students participating/involved in Co-curricular/Extra-Curricular activities like NCC/NSS/Sports/Cultural Activities/Study Tours/Field Work/Seminars, etc., with prior permission of the Principal of the College in writing.
  - ii. Candidates with 75% attendance but failing to appear for semester-end odd semester examination shall also be eligible to seek the admission for immediate higher semester.
  - iii. Mere submission of application by the candidate to appear for examination without 75% attendance shall not be eligible for higher semester.
  - iv. Candidates not submitting **examination application forms** but maintaining 75% attendance shall not be eligible for admission to higher semester.
  - v. If the candidate appears for II semester end examination and discontinued for III semester and wishes to take admission for IV semester in future, such candidates shall not be allowed for IV semester. Such candidate shall again seek admission to III semester as per university schedule. This is also applicable to other odd semesters.
  - vi. A candidate who does not satisfy the requirement of 75% attendance even in one Course (subject/paper) shall not be permitted to take the University examination of that semester and he/she shall seek re-admission to that Semester in a subsequent year as per University schedule.

### **6.5: Change of Program:**

Every U. G. Program is specific in nature and hence, there shall not be any provision to change the program.

### **6.6: Change of subject / DSCC**

- a) The Change of MIL/MEL subject shall be governed by the Regulation as stated in 4.1(c)(i).
- b) The DSCC chosen for I semester for B.A. and B.Sc. shall remain same for all other semesters as per program structure and hence, there shall not be any provision to change the DSCC.

### **6.7: Change of College/Transfer**

- a) Candidate shall be permitted for change of college only for the odd semesters by seeking admission within the stipulated period mentioned in the admission notification with the due consent from both the colleges, as per university rules. There shall not be any provision for transfer/change of college for even semesters. Further, lower semester examination failure/MPC candidates are not eligible for transfer/change of college within the University's constituent colleges.
- b) The same shall be applicable for the candidate seeking transfer from the colleges of other University within or outside the state or country by producing the eligibility certificate issued by University with the confirmation of similarity of the programs with each other. Other conditions shall be same as in 6.7(a).
- c) Such transfer of admission shall be within the intake capacity of the respective class/ subject of the respective College.
- d) The Degree of 3 or 4 years shall be awarded from the University where the candidate has earned a minimum 50% of the credits prescribed for the program.

## **7: Examination**

7.1: The prescribed courses of 3 to 6 credits shall be evaluated for 100 marks and that of less than 3 credits, including practical, shall be evaluated for 50 marks. The project work / dissertation shall have 6 credits and be evaluated for 100 marks.

7.2: There shall be a continuous assessment of the student. For this purpose, semester examination is divided into two components:

- a. **Theory papers / SEC as theory:**
  - i. **Formative (Internal) Assessment** - examinations conducted by the College for 40% of maximum marks allotted for each Course; and
  - ii. **Summative (Semester-end) written** examination conducted by University after 16<sup>th</sup> week of the commencement of semester for 60% of the maximum marks allotted for each Course.
- b. **Practical / SEC as Practical:**
  - i. **Formative (Internal) Assessment** - examinations conducted by the College for 50% of maximum marks allotted for each course in 14<sup>th</sup> week of the commencement of semester; and
  - ii. **Summative (Semester-end) written** examination conducted by university after 16<sup>th</sup> week of the commencement of semester for 50% of the maximum marks allotted for each Course

### 7.3: **Formative (Internal Assessment (IA) examinations:**

**Theory Papers / SEC as Theory:** The College shall conduct IA examination for theory subjects in the 8<sup>th</sup> week for 10%, 12<sup>th</sup> week for another 10% of maximum marks allotted for each Course. Duration of examination shall be 1 hour each, 10% shall be allotted for Case study / Assignment / Field work / Project work/ Activity etc. and the remaining 10% shall be for seminar on the course.

- i. **Practical:** The College shall conduct IA examination for practical paper in the 14<sup>th</sup> week for 50% of maximum marks allotted for each Course. Duration of examination shall be 3 hours.
- ii. **SEC as Practical:** The College shall conduct IA examination for SEC paper in the 14<sup>th</sup> week for 50% of maximum marks allotted for each Course. Duration of examination shall be of 2 hours.
- iii. **Project work /dissertation:** The College shall conduct written IA examination for Project work /dissertation in the 14<sup>th</sup> week for 50% of maximum marks allotted for each Project work /dissertation. Duration of examination shall be 1 hour.
- iv. The Course teacher shall display the marks on notice board within 4 days after IA examination and allow the student for verification of IA Booklet if he/she wishes. Grievances shall be solved by the Course teacher and in complicated cases by the Principal/ representative of Principal as per internal mechanism of the College.

- v. There shall not be any provision for improvement of IA marks or for remaining absent. However, IA exam shall be conducted for students who remained absent due to participation in the events related to **co-curricular / curricular activities** conducted by recognized organizations.
- vi. The College shall submit the IA marks to the University if student satisfies 75% attendance in the semester and shall be eligible to appear for semester-end examination.
- vii. The mode of conducting semester end examination for discipline specific SEC shall be decided by the respective BoS.

#### **7.4: Summative (Semester-end) examination:**

The semester-end examination, for 60% of maximum marks allotted for each theory paper, shall be conducted by the University after 16<sup>th</sup> week of the commencement of the semester. The University shall conduct the semester- end examination for either odd or even semesters but not both simultaneously, unless otherwise specified.

- i. Duration of theory examination shall be 02hours for 100 marks per Course (including IA marks) having 3 to 6 credits.
- ii. Duration of theory examination shall be 1 hour for 50 marks Course (including IA marks) having the credits of less than 3.
- iii. Duration of practical examination shall be 3 hours for 50 marks Course (including IA marks) having the credits of less than 3.
- iv. SEC as practical, the duration of practical examination shall be 2 hours for 50 marks Course (including IA marks) having the credits of less than 3.
- v. Each Faculty in consultation with the concerned BoS, shall decide the pattern of question paper for uniformity for all the core courses and elective courses.
- vi. Question papers shall be prepared by a team of members detailed by Examination/ College authorities.
- vii. Concerned BoE shall decide the scheme of valuation of both theory and practical courses.
- viii. There shall be a single valuation for theory papers from the members of concerned paper setter under the supervision of moderator.
- x. Practical/evaluation of project/dissertation work/Field Work assessment shall be conducted before the commencement of theory examination at the concerned colleges by two examiners; one from the same college as internal



examiner and other from other colleges appointed by university as external examiner. There may be two external examiners but not two internal examiners to conduct the examination.

- xi. The SEC offered from NSQF shall be evaluated by them. However, the SEC offered by the University shall be evaluated for 50 marks as per the guidelines / methodology issued by the University from time to time.

**7.5: Passing criteria**

- a) A candidate has to score 40% in each course including the IA marks for passing the course, subject to the condition that:
  - i. There shall be no minimum or separate passing marks for the IA examination. The candidate has to score minimum 40% in the semester-end examination (Ex. for 100 marks paper; 40 IA + 60 end semester exam and hence, minimum 24 marks for semester-end exam required). If candidate scores 40% by cumulating marks from IA and semester-end examination but fails to score 40% from the semester-end examination, such candidate shall be declared as fail.
  - ii. If the course is having both theory and practical, candidate has to pass both theory and practical independently. If the candidate fails in practical and passes in theory examination, such candidate shall reappear for practical examination only and vice versa.
  - iii. In all cases of failure in particular course, IA marks shall be protected and carried forward; and the candidate need not reappear for IA examinations in such cases.
- b) On successful scoring of minimum 40% in all courses, the candidate shall be declared pass in the program in that semester.
- c) On successful scoring of minimum 40% in all courses and all the semesters, the candidate shall be declared pass in the entire program.

**7.6: Percentage and Grading**

- a) If P is the percentage of marks secured (IA + semester end score) by the candidate in a course which is rounded off to the nearest integer, the grade point (GP) earned by the candidate in that course will be given as below:
- b)

Percentage (%)	Grade(GP)	Percentage (%)	Grade(GP)
40	4.0	71-75	7.5

41-45	4.5	76-80	8.0
46-50	5.0	81-85	8.5
51-55	5.5	86-90	9.0
56-60	6.0	91-95	9.5
61-65	6.5	96-100	10.0
66-70	7.0		

Grade point of less than 4 shall be considered as fail in the course, hence, GP=0 and for the absent candidate also GP=0.

- b) A student's level of competence shall be categorized by grade point (GP), Semester Grade Point Average (SGPA) and Cumulative Grade Point Average (CGPA) of the program.
- c) **Semester Grade Point Average (SGPA):** The SGPA is a ratio of sum of the number of Credit Grade Points scored from all the courses (subject) of given semester to the total credits of such semester in which the candidate studied.  
(Credit Grade Points of each course = Credits x GP)
- d) **Cumulative Grade Point Average (CGPA):** It is calculated as below for 6 semester programs:

$$(\text{Credit}_1 \times \text{SGPA}_1) + (\text{Credit}_2 \times \text{SGPA}_2) + (\text{Credit}_3 \times \text{SGPA}_3) + (\text{Credit}_4 \times \text{SGPA}_4) + (\text{Credit}_5 \times \text{SGPA}_5) + (\text{Credit}_6 \times \text{SGPA}_6)$$

CGPA= \_\_\_\_\_

Total credits of program (sum of credits of all semesters)

Total credit grade points of all the courses (subjects) in the program

Or CGPA= \_\_\_\_\_

Total credits of program

- e) After studying and passing, all the credits prescribed for the program the degree shall be awarded with CGPA score after rounding off to second decimal and class distinguishing as second class, first class, and distinction along with grade letter as under.

<b>CGPA of the program(Degree)</b>	<b>Class obtained</b>	<b>Grade Letter</b>
9.5 to 10.00	Outstanding	A <sup>++</sup>
7.00 to 9.49	Distinction	A <sup>+</sup>
6.00 to 6.99	First Class	A
5.50 to 5.99	Second class	B <sup>+</sup>
5.00 to 5.49		B
4.00 to 4.99		C
Less than 4.0	Fail/ Reappear	D

- f) 40% of Credits earned on par with the conventional mode of the respective courses if any through SWAYAM and other recognized platforms shall be considered for calculation of SGPA / CGPA.
- g) Additional Credits with minimum 4 Grade points in each OEC/SEC earned by the independent learner under the provision of Section 4.1(d) of these Ordinance shall be considered for CGPA subject to candidate's consent for inclusion.
- h) Nevertheless, such students have to complete the mandatory credits as mentioned in Annexure-1 A, B, C, D, E and F with minimum Grade point =4 in each course to declare the result pass.

### **7.7. CRITERIA FOR AWARD OF DEGREE**

On successful scoring of minimum 4 grade points in all courses of the program, the Certificate/Diploma/Degree/Honors Degree shall be awarded for the candidates.

### ***CLASSIFICATION OF SUCCESSFUL CANDIDATES: CLASSES AND GRADES***

The results of successful candidates at the end of II, IV, VI and VIII semesters shall be classified on the basis of aggregate percentage of marks obtained in all the two, four, six or eight semesters and the Aggregate or Cumulative Grade Point Average (CGPA) for award of:

- a) Certificate course for completion of first two semesters if the candidate wishes to exit.
- b) Diploma course for completion of first four semesters in the program if the candidate wishes to exit.
- c) Bachelor's Degree on completion of first six semesters in the program if the candidate wishes to exit.
- d) Bachelor degree with Honors for completion of all the eight semesters of the program. (in selected programs)
- e) Nomenclature of the certificate, diploma, and degrees in different programs is mentioned in Annexure-7.

The University shall issue the final grade card (Marks card) consisting of grade points along with marks of all courses successfully completed by the candidate at each stage the candidate wishes to exit with SGPA for all the semesters, CGPA with Grade Letter of the entire program and Class obtained.

The Degree (General / Honors) shall be awarded in the Annual / Special convocation. The Degree certificate shall consist of CGPA of the program and Class obtained.

#### **7.8: Recounting, revaluation, challenge valuation, photo copying of answer papers**

There shall be provision for recounting of marks, revaluation, challenge valuation, and photo copying of answer papers. The University shall invite applications for such purpose immediately after announcing the results for every semester by giving 14 days' time to apply for the same online as per the existing ordinance and regulations and process the same accordingly.

#### **7.9: Rank and Gold medals.**

The University Ranks and Gold-Medals shall be awarded to both the students of 3-year Degree and 4-year Honor Degree. A 4-year Honors Degree Student shall be considered for the award of Rank and Gold Medal who complete the Honors Degree without a break. A Student who exits at the end of 3-year and re-enters into the Honors Degree shall not be considered. The Students who complete a 3-year Degree program without break / failure in the examination, including lateral entry from other

college and does not continue the Honors degree anywhere in India, shall be considered for the award of medals and ranks. However, this is not applicable for the award of classes like, second/first class/ distinction to the students.

Further, there shall not be any provision for Rank and gold medal for the certificate and diploma candidates in the exit option.

The award of Gold medals and Ranks shall be as per the guidelines/ notification issued from the Regulatory authorities / University.

#### **7.10: Make-up Examination.**

- a) There shall be no immediate make-up examination for all semesters to the courses where candidate failed to score minimum 40% for semester end examination unless specified otherwise as in (c).
- b) However, such candidate shall appear for examination during the regular schedule of examination conducted by the University.
- c) There shall be a makeup examination for the V and VI semesters (6 semesters Program) or VII and VIII semesters (8 semesters Program) immediately after declaring the final semester results of the program as per the guidelines issued by the Government from time to time.

#### **8. Provision for improvement of the marks (Grade Point)**

**Improvement of the marks (Grade Point):** There shall be a provision for candidates to reappear for the examination for the concerned course of theory papers only (subject) in which candidate wishes for improvement of his/ her grade point of SGPA in general and CGPA in total of the program subject to the condition that:

- i. The candidate shall be eligible to reappear for improvement of grade points only after successfully passing the program.
- ii. The candidate may opt for the examination for any number of courses (subject / paper) of the program for improvement of grade point but not more than three times for each course (subject / paper) as per the prevailing syllabus of the examination conducted in the regular schedule of University examinations.
- iv. All such provisions are there within 04 years from successful completion of the program.
- v. In all such cases grade points are considered if there is a progress in such improvements, otherwise original grade points shall be retained.
- vi. No such candidates shall be eligible for the award of Rank, Gold Medal, Cash Prize, etc.

- vii. The validity of credits earned will be for a maximum period of seven years or as specified by the Academic Bank of Credits (ABC). The procedure for depositing credits earned, its shelf life, redemption of credits, would be as per UGC (Establishment and Operationalization of Academic Bank of Credits (ABC) scheme in Higher Education) Regulations, 2021/ Regulatory Authority.

## **9. Duration for completion of the U. G. Program**

The duration for completion of the Program shall be as directed by the Government / Statutory authorities / UGC, etc., from time to time. However, the candidate has to write the examination based on existing syllabi at the time of appearing for examination.

## **10. REPEAL AND SAVINGS FOR UG PROGRAMS**

All the existing Ordinance governing various three / four years Bachelor degree programs in the disciplines of Arts, Social Sciences, Science, Commerce and Management under semester and yearly schemes or any ordinances or regulations or guidelines issued or adopted earlier by the University in this matter for constituent and affiliated colleges of SVSU are hereby repealed.

However, the above Ordinance shall continue to be in force for the students who have been admitted to the degree programs concerned before the enforcement of this new Ordinance.

*Provided that* the said repeal shall not affect the previous operation of the said regulations / ordinances or anything duly done or suffered there under or affect any right, liability or obligation acquired, accrued, or incurred under the said Ordinance.

The modifications made by the UGC/MHRD/ State Government/ Regulatory Authorities from time to time in its Regulations shall also be applicable to these Ordinance.

## **11. Removal of Difficulties:**

If any difficulty arises in giving effect to the provisions of this Ordinance, the Vice-Chancellor may, by order, make such provisions not inconsistent with the Act, Statutes, Ordinances, or other Regulations, as appears to be necessary or expedient to remove the difficulty. Every order made under this rule shall be subject to ratification by the Appropriate University Authorities.

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**Programme Structure - According to NEP 2020**  
**UG Programm Detailed Semester –wise Course Structure**

		Discipline Specific Core Courses (DSCC)	Discipline Specific Core Courses (DSCC)	Open Elective Course (OEC)- Any one	Elective (other faculty)	(Vocational Course)	Co-Curricular	Industrial Training / Media Project	Total
Year	Semester	Major Subject-1	Major Subject-2	Major Subject -3	Minor	Minor	Minor	Major	
1	1 <sup>st</sup>	Basics of Mass Communication and Journalism (T)	Computer for Mass Media (P)	Hindi / English/ MIL	Political Science Psychology Sociology Education	Select from the List of vocational course of the university	Food, Nutrition and Hygiene	--	
	Credits	4	2	4	6	3	2	--	21
	2 <sup>nd</sup>	Reporting and Editing (T)+ (P)	Media Related Software (P)	Hindi / English/ MIL)	Political Science Psychology Sociology Education	Select from the List of vocational course of the university	First Aid and Health	Media project	
	Credits	4 + 2	2	4	6	3	2	6	29
<b>Exit option with Certificate (50 credits)</b>									
2	3 <sup>rd</sup>	Advertising and Public Relations	Graphics and Design for Advertising	Basic of Media research in reporting	Economics Rural Development Folk Literature	Select from the List of vocational course of the university	Human values and Environment Studies	Industrial Training Report	
	Credits	4	2	4	4	3	2	6	25

	4 <sup>th</sup>	Media Law and Ethics	Print Media Production	Writing for media	Political Science Economic s Rural Development Folk Literature	Select from the List of vocational course of the university )	Physical Education and Yoga	Media project	
	Credits	4	2	4	6	3	2	6	25
<b>Exit option with Diploma (100 credits)</b>									
	5 <sup>th</sup>	Communication Research	New Media Technology	Content Production for New Media	---	BVOC	Analytic Ability and Digital Awareness	Research Project + News Paper Production-Project	
	Credits	4	4	2		6	2	4 +3	24
	6 <sup>th</sup>	Media Management	Development Communication	Audio-Visual Production	---	BVOC	Communication Skills and Personality Development	Profile Study	
	Credits	4	4	2		6	2	3+4	25
<b>Bachelor of Arts in Journalism (150 credits)</b>									