

PROGRAMS OFFERED

Programme Overview

The Programme is designed to build strong foundation skills required in administering the Business Enterprises Core functions, including exposure to accounting software and digital skills in finance, marketing and Human Resource. The Programme involves six semesters based on CBCS (Choice Based Credit System) Model involving Core courses, Discipline Specific Electives, Skill Enhancement Courses and Ability Enhancement Courses. Discipline-specific electives offered in the fifth and the sixth semesters, namely Human Resource & Marketing Management, Banking & Insurance and Accounting & Finance, aim to provide exposure to students to deepen their understanding of concepts in the chosen electives. Students must undertake a micro project during the final semester, enabling them to explore research tools. In addition, students are also offered value-added courses in association with professional bodies, domain experts and practitioners designed to make them 'employment ready'.

The Programme involves a plethora of Co-curricular and Extra Curricular activities which aim to hone leadership, communication and team-building skills among students.

Journalism

The course aims at moulding the student for a career in Journalism, both print and broadcasting, and in allied fields like Advertising, Film, and Public Relations. The course introduces various facets of journalism to the students with theoretical knowledge and on-the-job training. The course is a part of the core BA triple main combinations and consists of eight subject titles stretching all the semesters. The major papers include Reporting, Editing, Media Laws, Basic Audio-Visual Media, and Media Management. Furthermore, the Department stresses a balance between the theoretical and practical elements of journalism and mass communication, and the curriculum is carefully tailored to prepare students for professional or academic careers in communication, giving them the broad liberal arts education necessary to succeed as communicators in today's complex and changing world.

Psychology

A course in psychology equips the students with in-depth knowledge in various aspects like child psychology, industrial psychology, counseling, personality development, etc. In addition to the theory papers, the students have practical papers every year which will give them practical insight into the subjects.

English

English has been an integral part of various walks of life in India for centuries. One might even say that it has become inseparable from the essence of contemporary Indian culture. The study of language is key to attaining an understanding of the history of any age. The three-year English Literature course, also known as Optional English, offers students an opportunity to understand the literary, cultural, and social dynamism of England's varied

past, European and Non-European writing, and integrates Indian writing in English facilitating a transcendence of linguistic nativism.

Kanada

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Eligibility Criteria

A student securing 40% aggregate marks including languages in P.U.C / 10 +2 / Pre-University equivalent course is eligible.

CAREER PROSPECT

Journalism:

- **Reporter:** For newspapers, magazines, online news outlets, and broadcast media.
- **Journalist:** Covering various beats like politics, business, sports, entertainment, etc.
- **Editor:** Working on newspapers, magazines, or online publications.
- **Photojournalist:** Combining photography and journalism to tell stories visually.
- **Broadcast Journalist:** Working in radio or television as a news anchor, reporter, or producer.
- **Public Relations Specialist:** Managing public image and communication for organizations.
- **Content Writer:** Creating content for websites, blogs, social media, and marketing materials.
- **Social Media Manager:** Managing social media presence for individuals or organizations.
- **Freelance Journalist:** Working independently for various clients.

Psychology:

- **Clinical Psychologist:** Providing therapy and counseling to individuals and groups.
- **Counselor:** Working in schools, hospitals, or private practice.
- **Psychotherapist:** Providing psychotherapy to individuals and families.
- **Human Resources Specialist:** Working in recruitment, training, and employee relations.
- **Market Research Analyst:** Conducting research on consumer behavior and market trends.
- **Educational Psychologist:** Working in schools to assess and support students' learning needs.
- **Forensic Psychologist:** Working in the legal system to assess and treat offenders.

- **Industrial-Organizational Psychologist:** Consulting with businesses on employee motivation, productivity, and workplace issues.

English:

- **Teacher:** Teaching English at various levels, from primary school to university.
- **Writer:** Pursuing a career as a novelist, poet, playwright, screenwriter, or journalist.
- **Editor:** Working as a copyeditor, proofreader, or content editor for publishing houses or media organizations.
- **Content Writer:** Creating high-quality written content for websites, blogs, and marketing materials.
- **Public Relations Specialist:** Utilizing strong writing and communication skills in public relations roles.
- **Academic Researcher:** Conducting research in English literature, linguistics, or related fields.
- **Translator/Interpreter:** Translating and interpreting between English and other languages.

Kannada:

- **Teacher:** Teaching Kannada in schools and colleges.
- **Writer:** Writing in Kannada for literature, journalism, and other creative fields.
- **Translator/Interpreter:** Translating and interpreting between Kannada and other languages.
- **Cultural Officer:** Promoting Kannada language and culture through various initiatives.
- **Librarian:** Working in libraries and managing Kannada language resources.
- **Content Creator:** Creating Kannada language content for various platforms.