ONLINE
UG PROGRAM

AMITY UNIVERSITY ONLINE

BACHELOR OF ARTS
(JOURNALISM AND MASS COMMUNICATION)

With India's Most Trusted Education Brand

At a university ranked among the **top 3%**

by QS | THE Times Higher Education



USA, UK & CANADA ACCREDITATIONS

UGC ENTITLED
ज्ञान विज्ञान विमुक्तये

WASC Senior College and University Commission

QAA Global
Accredited by
The Quality Assurance Agency
Valid 07/2023 - 07/2028

WES
WORLD EDUCATION SERVICES

CONTENTS

- A Leading Global Education Group
- About Amity University Online
- Message from Chairman
- Messages from Vice Chancellor and Director
- About The Program
  - Specializations
  - Program Curriculum
- Our Accreditations & Recognitions
- Student Testimonials
- Amity University Online Advantages
- Career Services
- On Campus Experience
- Alumni Working in Organizations
- Corporate Speak
- FAQs

CONTENTS

A LEADING GLOBAL **EDUCATION GROUP**

Amity Education Group is one of the largest education groups, established over thirty years ago, offering globally benchmarked education right from pre-school to Ph.D. level with over 400 UG and PG programs across various disciplines in education.

13
University Campuses

12
Global Campuses

6,000+
Faculty

300,000+
Students Served

NATIONAL CAMPUSES

- NOIDA
- GURUGRAM
- GREATER NOIDA
- JAIPUR
- LUCKNOW
- MUMBAI
- BENGALURU
- MOHALI
- GWALIOR
- RAIPUR
- KOLKATA
- RANCHI
- PATNA

INTERNATIONAL CAMPUSES

- LONDON
- DUBAI
- SINGAPORE
- SAN FRANCISCO
- ABU DHABI
- CHINA
- MAURITIUS
- SHARJAH
- SOUTH AFRICA
- AMSTERDAM
- TASHKENT
- NEW YORK



MESSAGE FROM
FOUNDER PRESIDENT

Dr. Ashok K. Chauhan

Hon'ble Founder President,
Ritnand Balved Education Foundation (The Foundation of Amity Institutions and the sponsoring body of Amity Universities)
Chairman, AKC Group of Companies

Amity is not just a group of institutions which imparts world-class education, but an experience where everyone associated is part of a dream, a mission to see that we nurture truly great leaders.

Today, we are proud that Amity is synonymous with practical, industry focused education, and attracts the best students. The fact that our alumni are working in the best companies across the world is a testament to our extremely talented faculty who inculcate, by example, in each student the spirit of dedication, sincerity and loyalty, and to all the corporates who support our mission with so much enthusiasm.

Each one of our students will be a success story. This is my dream; this is my commitment.



MESSAGE FROM
CHANCELLOR

Dr. Atul Chauhan

Hon'ble Chancellor,
Amity University Noida

Amity Group of Institutions apart from imparting world-class education, also strives to inculcate good values, and ethics to build and groom the global leaders of tomorrow. We are creating centres of thought leadership across the world, where faculty, scientists, and brilliant students can explore and expand the frontiers of knowledge.

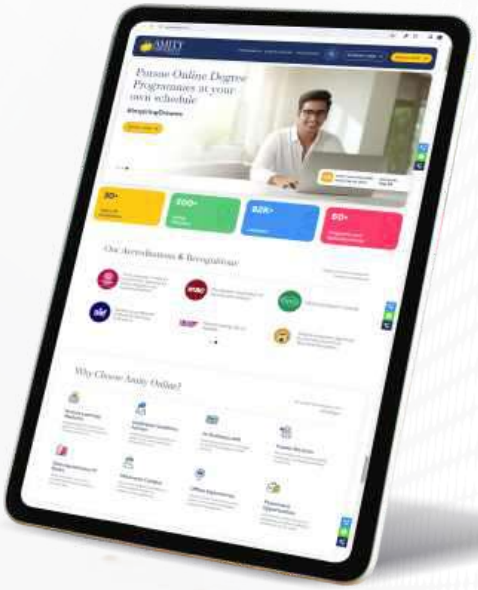
Amity is not just a group of institutions which imparts world-class education, but an experience where everyone associated is part of a dream, a mission to see that we nurture truly great leaders.

ABOUT AMITY UNIVERSITY ONLINE

Amity University Online stands as a pioneering institution in the realm of digital education, breaking down barriers and providing access to millions worldwide.

Through our platform, we are democratising education, ensuring that regardless of geographical location or socio-economic background, individuals have the opportunity to pursue knowledge and skills vital for their personal and professional growth.

Our commitment to inclusivity and innovation drives us forward, as we continue to expand access to high quality education in the digital age.



Amity University Online, *today, offers the* **largest number of approved online degrees** *to the* **largest number of online students** *across India, reflecting Amity's commitment towards empowering our youth through world-class education, who in turn will ensure a* **Viksit Bharat.**

30+
Years of Excellence

1.60 Lac+
Learners

60+
Programs and Specializations

INDIA'S FIRST UNIVERSITY TO GET **APPROVAL TO OFFER ONLINE DEGREES**

Post the University Grants Commission (Online Courses or Programs) Regulations, 2018

60+ PROGRAMS AND SPECIALIZATIONS: Bachelors • Masters



MESSAGE FROM

CHAIRMAN

Mr. Ajit Chauhan

Hon'ble Chairman,
Amity University Online

In today's fast-paced and interconnected world, the pursuit of knowledge has never been more accessible. Amity is committed to providing you with a world-class education that transcends geographical boundaries. Whether you are a working professional seeking to advance your career, a dedicated lifelong learner, or someone taking your first steps into higher education, our digital platform is designed to accommodate your needs and aspirations.

As the landscape of education evolves, so do we. Our esteemed faculty, staff, and state-of-the-art technology are here to support your educational journey. From interactive online programs and courses to digital libraries and academic forums, you'll have access to a wealth of resources that will enhance your learning experience.

At Amity, we're not just preparing you for a career; we're empowering you to make a positive impact on this world. So, whether you're ready to take the next step in your career or explore new horizons, we invite you to join us at Amity University Online and embark on a journey of discovery and growth.



MESSAGE FROM
VICE CHANCELLOR

Prof. Dr. Balvinder Shukla
Amity University, Noida

Amity University Online epitomizes an unwavering pursuit of excellence, cutting-edge innovation, and transformative learning. Rooted in knowledge, research, and comprehensive education, your learning journey at Amity Online is tailored to transcend knowledge barriers and shape your destiny.

At Amity Online, we embrace a legacy of brilliance that empowers you with industry-centric skills, knowledge and expertise to achieve success confidently through lifelong learning and values.



MESSAGE FROM
DIRECTOR

Prof. Abhinash Kumar
Amity University Online

Amity University Online provides 'Anytime, Anywhere' educational experience, intensive corporate interaction, industry-oriented teaching delivered by eminent corporate experts and world-class faculty.

Designed to suit both graduate students and working professionals, our programs adhere to UGC's stringent criteria and we are at par with the campus programs.



MESSAGE FROM
DIRECTOR-ACADEMICS

Ms. Monica Agarwal
Amity University Online

Amity University Online is dedicated to redefining education through innovation and excellence. Our meticulously crafted programs cater to the dynamic needs of learners, equipping them with industry-relevant skills and an unwavering commitment to growth.

Our aim is to inspire curiosity, ignite potential, and deliver a learning experience that goes beyond the ordinary. Therefore we focus on academic excellence, innovation and holistic development which creates a pathway for success, achievement, and lifelong impact.

ABOUT PROGRAM

BACHELOR OF ARTS (JOURNALISM AND MASS COMMUNICATION)

LEARNING EFFORTS: 12/15 HRS A WEEK

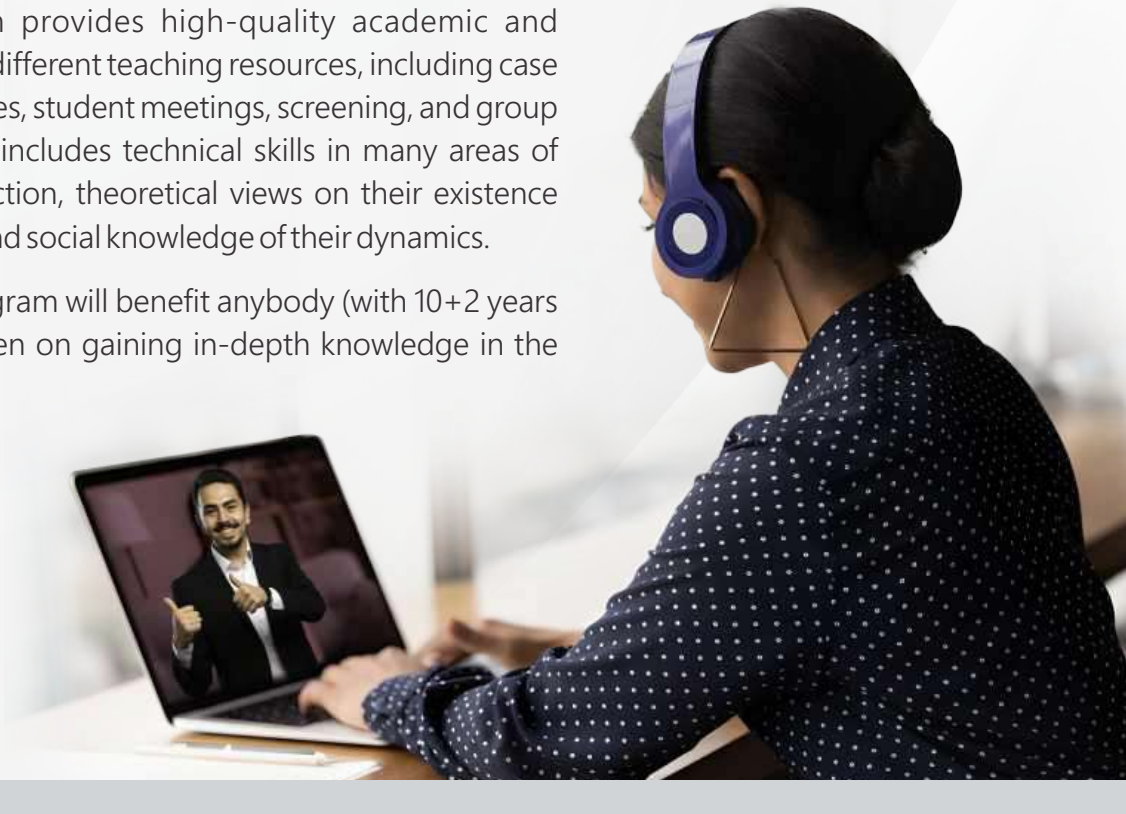
DURATION: 3 YEARS | **CREDITS:** 126

ACCELERATE YOUR CAREER SUCCESS WITH AMITY'S ONLINE BACHELOR OF ARTS (JOURNALISM AND MASS COMMUNICATION)

An exhaustive three year (6 semesters) undergraduate program offering in-depth study of theoretical concepts and functional areas in journalism and mass communication.

The course covers important concepts, trends, and practices in the field, ranging from advertising, electronic communication, print media, news writing, public relations, corporate communication, editing, photo journalism, event management, reporting, writing, audio-visual communication, cyber journalism, and press law and media ethics to TV production, the internet, new media, and media ecology. The program provides high-quality academic and technical training using different teaching resources, including case studies, practical exercises, student meetings, screening, and group readings. The program includes technical skills in many areas of mass media and interaction, theoretical views on their existence and use, and historical and social knowledge of their dynamics.

Given its scope, the program will benefit anybody (with 10+2 years of formal schooling) keen on gaining in-depth knowledge in the subject area.



PROGRAM **CURRICULUM**

SEMESTER 1

- Mass Communication Models & Theory
- Print Journalism
- Graphics & Visual Communication
- Business Communication

SEMESTER 2

- Introduction to Radio & Audio Technique
- Photography Theory & Practice
- Media Ethics and Laws
- Environmental Studies

SEMESTER 3

- Advertising Concepts
- Introduction to Television Production
- Introduction to Media Research
- Global Media Scenario
- Individual Excellence & Social Dynamic

SEMESTER 4

- Online Journalism & Digital Media
- PR Concepts
- Communication for Sustainable Development
- Principles of Marketing-1
- Writing for Specialism

SEMESTER 5

- Event Management Concepts
- Film Making Techniques
- Client Servicing and Creatives
- Brand Management
- Professional Ethics

SEMESTER 6

- Major Project
- Camera Operations
- PR & Campaign Planning
- Digital Marketing & Content Development
- Ad Production & Campaign Planning

ELIGIBILITY

- 10th Class Certificate (Completing 10 years of formal schooling)
- 12th Class Certificate (Completing 12 years of formal schooling)

OUR ACCREDITATIONS **& RECOGNITIONS**

Endorsements of Academic Quality and Excellence

QS ONLINE MBA RANKINGS 2024

INDIA'S ONLY ONLINE MBA RANKED

Asia Pacific Top 10

First university in India to receive UGC approval for Online Degrees and Learning Platform

The Western Association of Schools and Colleges

Ranked 32 by National Institutional Ranking Framework

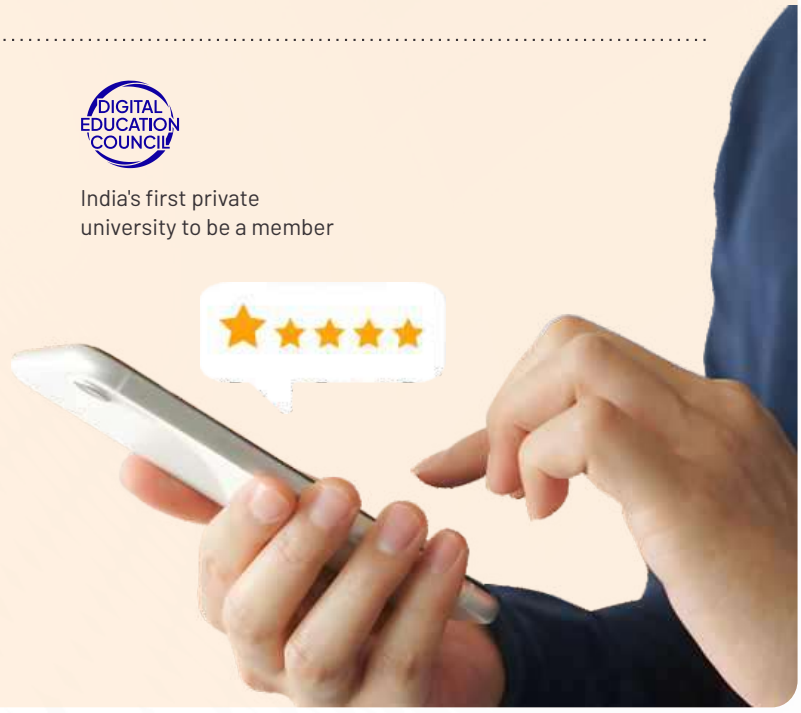
Ranked among Top 3% Globally

Degree programs approved by All India Council of Technical Education

WES accredited in Canada

First Indian University to be accredited by National Council for Higher Education, Africa

India's first private university to be a member



STUDENT **TESTIMONIALS**



"Amity Online's BAJMC program offered a perfect blend of theory and practical application. The industry collaborations and profile-building initiatives allowed me to showcase my creativity and excel in the dynamic field of media."

Kiran Chauhan
BAJMC Student

HEAR FROM OUR WORKING PROFESSIONAL STUDENTS



"After a detailed research of various online institutions, I shortlisted Amity University Online for its international reputation, positive recommendations, and the convenience and flexibility it offers to working professionals who can easily skill up without having to take a break or quit their job."

SUSHI KUMAR
Head of Production, Republic World



"It's clear that the convenience and flexibility offered by the Amity online has allowed me to pursue my degree without interrupting my career. The proactive support provided by the student support team and the innovative features such as Proctor mode examinations demonstrate Amity's commitment to delivering a high-quality online learning experience."

VAIBHAV SHARMA
Content Producer, NDTV



"The decision to pursue my online degree at Amity University was a strategic one for my career and it has greatly influenced my career trajectory. I am happy that I took this decision and will recommend to other fellow aspirants as well."

NANDITA DAS
Content Manager, ABP News

AMITY UNIVERSITY **ONLINE ADVANTAGES**

Top-Notch Online Learner Experience



Top international faculty

Lectures delivered by top international faculty offer captivating insights with a global perspective



AI-ProfessorAMI

AI-PROF. - AMI, powered by Chat-GPT 4 & OpenAI tech for 24/7 doubt clearing & support



Diverse learning mediums

Diverse learning options through recorded lectures, audio books, physical books, e-books & more



Industry-aligned curriculum

Program curriculum aligned with industry demand for better employability



Interactive faculty sessions

Engage in a dynamic learning environment with our continuous faculty interaction and dedicated doubt-clearing sessions



Career services & placement assistance

Career services & placement assistance with 500+ hiring partners ensuring opportunities for professional growth



Remote proctored exams

Take exams with ease, integrity and convenience from the comfort of your own space



Dedicated academic advisor

Expert guidance by professionals who support you in your academic journey



1:1 Industry mentorship

Elevate your skills and career prospects with tailored insights, cultivating a pathway to professional success

CAREER **SERVICES**

PREPARING YOU TO
BECOME JOB-READY

Amity University Online is committed to enhance your employability by helping you become industry ready. From skills assessments and resume building workshops to mock interviews and placement drives, we provide a range of services to help you succeed. Our goal is to ensure that you are matched with the perfect job that aligns with your aspirations.



ON CAMPUS **EXPERIENCE**

EXTENSIVE INTERACTION WITH **FACULTY AND PEERS**

- Campus orientation for new learners in all the Amity University campuses
- Last-minute revision classes at select Amity University campuses
- Guest lecture series on the campuses
- Access to library and programming labs on the campus
- Exam preparation classes
- Access to campus events



ALUMNI **WORKING AT**



CORPORATE **SPEAK**

"The hiring experience was nice as we got splendid support from the faculty to provide us with the talent pool. The career services team was of great assistance in providing us with all the requested details of the candidates and that too in the form that we wanted, which is very much appreciated as it made the process easy for us."

SAKSHAM BHARDWAJ
Senior Executive, HR Operations, Republic World

"I am delighted to share my positive experience with Amity Online regarding the smooth and efficient conduct of our recent recruitment drive. I must commend the team at Amity Online for their professionalism, dedication, and innovative approach that made the entire process seamless and effective."

LAKSHAY BHOLA
Talent Acquisition Specialist, ABP Group

"It was a great experience interacting with Amity Online students today. The quality of the students was impressive, and their skill set was at par with our expectations. What impressed us most was their ability to manage multiple responsibilities simultaneously. They are ambitious and will only push the bar higher in the coming times."

ABHINAV SINGH
Director, Analytics India Magazine

FAQs

1. What is Amity University Online?

Amity University Online is the online learning platform of Amity University, one of India's leading private universities. It offers a wide range of undergraduate, postgraduate, and diploma programs across various disciplines, delivered entirely online.

2. How does online learning with Amity University Online work?

Our online learning platform provides students with access to course materials, lectures, assignments, and discussions through an intuitive and user-friendly interface. Students can engage with their studies at their own pace and convenience, accessing resources from anywhere with an internet connection.

3. Are the programs offered by Amity University Online accredited?

Yes, all programs offered by Amity University Online are accredited by the relevant accreditation bodies. Our online degree programs are recognized and respected by employers and institutions worldwide.

4. What are the admission requirements for Amity University Online programs?

Admission requirements vary depending on the program and level of study. Generally, applicants are required to meet certain academic qualifications and need to submit documents such as transcripts, national identity cards.

5. How are online classes conducted?

Online classes are conducted through live lectures, pre-recorded videos, interactive discussions, and virtual classrooms. Students can participate in real-time or access recordings later, providing flexibility to accommodate various schedules and time zones.

6. Can I interact with faculty and classmates in an online program?

Yes, our online programs encourage interaction and collaboration among students and faculty. You can engage in discussions, ask questions, and seek guidance from instructors and classmates through various online communication channels.

7. What academic support services are available to online students?

Amity University Online offers a range of academic support services to help students succeed, including academic advising and technical support.

8. How are exams and assessments conducted in online programs?

Assessments may vary depending on the course but typically include a combination of quizzes, assignments, and projects. Exams are conducted through a remote online proctoring system and can be taken from anywhere.

9. Can I transfer credits earned from other institutions to Amity University Online programs?

Yes, we accept transfer credits from accredited institutions, subject to evaluation and approval by our admissions team.

10. How do I apply for an online program at Amity University Online?

To apply for an online program, simply visit our website, select the program you're interested in, and follow the application instructions provided.

11. Are student loans available for online students?

Yes, we offer various options, including scholarships, loans, and easy payment plans, to help make education more accessible for our students.

OTHER ONLINE PROGRAMS OFFERED

MBA

BCA

BBA

BA

MCA

B.COM

M.COM

MAJMC

AMITY UNIVERSITY ONLINE

1800-102-3434 | amityonline.com