



# JR MEDIA INSTITUTE

Who we are?

JR Media Institute Run By Punjab Kesari Daily News Paper.

**पंजाब केसरी**

Punjab Kesari is trusted by millions of readers worldwide.

Beyond Headlines; Punjab Kesari, Shaping the Future of  
Hindi Journalism Globally.



# Information Brochure

## About J.R Media Institute

We strongly believe that education should be viewed in a global perspective. With current media scenario and demand of the industry, we offer a range of courses from degree to diploma at both graduate and post graduate level.



J.R. MEDIA INSTITUTE  
BBA • BCA • B.A. • B.JMC • M.JMC  
ANCHORING • REPORTING • PGDMC  
GRAPHIC DESIGN • DIGITAL MARKETING • PRINTING



ਪੰਜਾਬ ਕੇਸਰੀ



Established by Punjab Kesari Group which has legacy of 75 years in the Media Business, J.R Media Institute situated in a high lush green environment has achieved a unique and unmatched niche in the field of academia. Backed by an excellent and highly qualified faculty. It provides up to date and modern facilities.

Students get a unique opportunity of on-premises training in both theoretical and practical professional skills helping them achieve high level placements in prestigious media organizations making them capable and suitable for earning with high emoluments befitting their academic achievements. The added benefit is derived from the special lectures achievements. The added benefit is derived from the special lectures have with them.



# Insights of J.R Media Institute

The Institute is working towards a holistic development of those candidates who have zeal for professionalism. The institute has gone an extra mile to cater to the interests of those candidates with their positive mind frame for professionalism and has helped them to accomplish their dreams.

- Degree programs from UGC recognized university.
- The Institute is situated in the premises of National Delhi Punjab Kesari which creates adequate environment for hands in experience of Print as well as online Journalism.
- The trained professionals from this Institute have been successfully working in many national and regional media houses. Strong Faculty led by industry oriented management. visiting professionals with rich industry experience.
- The institute has a modern and scientific infrastructure to train its students in different trades.





# Bachelors and Master's Degree from UGC recognized University

## Journalism and Mass Communication courses

COURSE	ELIGIBILITY	DURATION
BJMC + DIJ (2 Years)	10+2 or Equivalent	3 Years
MJMC + ADIJ (1 Year)	Bachelor's degree in any discipline	2 Years
PGDBJ + ADIJ (1 Year)	Bachelor's degree in any discipline	1 Years

## Architecture of the Institute

State of the art studio

Fully equipped computer lab

Innovative and engaging class rooms

Centrally air conditioned auditorium

Empowered library





# Bachelor In Business Administration

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**Course Duration: 3 years**

## Eligibility

- 10th class certificate (completing 10 years of formal schooling)
- 12th class Certificate ( completing 12 years of formal schooling)

**BBA is a three year degree programme. It provides fundamental education in business and management principles.**

**BBA programme at J.R Media Institute emphasizes on the Development of business communication skills, quantitative reasoning and analytical skills of the students.**

## Scope

**BBA graduate can be a finance manager, business administration researcher, human resource manager, business consultant, marketing manager, information system manager.**



## Course Curriculum

### Semester I

### Semester II

### Semester III

<b>Accountancy</b>	<b>History of Print &amp; Broadcasting in India</b>	<b>Cost Accountancy I</b>
<b>Management Perspective I</b>	<b>Accountancy II</b>	<b>Management Perspective III</b>
<b>Business organization</b>	<b>Business Economics</b>	<b>Human Factoring Business</b>
<b>Business Statistic</b>	<b>Environmental awareness I</b>	<b>Business Laws I</b>
<b>Human Communication In Business</b>	<b>Administrative Practices</b>	<b>Environmental Awareness II</b>
<b>IT Fundamentals</b>	<b>IT Applications in Business</b>	<b>Entrepreneurship</b>

### Semester IV

### Semester V

### Semester VI

<b>Cost Accountancy II</b>	<b>Management Accounting</b>	<b>Auditing</b>
<b>Management Perspective IV</b>	<b>Management Perspective V</b>	<b>Management Perspective VI</b>
<b>Organizational Effectiveness &amp; Change</b>	<b>Capital Markets I</b>	<b>Capital Markets II</b>
<b>Business Law II</b>	<b>Taxation Laws I</b>	<b>Taxation Laws II</b>
<b>Operation Research</b>	<b>Institutional Assistance to Business</b>	<b>Management Support System</b>
<b>Application in Business II</b>	<b>Business &amp; Internet</b>	



# Aspirational training and academic programs

The institute offers regular training academic programs for the students to have an emphasis on developing practical skills and knowledge and provide hands on practical experience.

The objectives of these programs are to prepare bold and impartial professionals to provide opportunities of higher learning to under privileged segments of the society.

Course	Eligibility	Duration
Diploma in Reporting & anchoring	10+2 or equivalent	1 year
Diploma In Digital Media	10+2 or equivalent	1 year
Diploma in Multimedia	10+2 or equivalent	1 year
Certificate In photojournalism	10th	6 months
Certificate In Video Editing	10th	6 months
Certificate In Digital Marketing	10+2 or equivalent	6 months
Certificate In page designing and graphics	10th	6 months
Certificate in Graphic designing and digital marketing	10+2 or equivalent	6 months



# Internships and Placements

We assured internship facility to our students.

Students trained from our institutes are working in many renowned media houses:

Aajtak 

India Tv 

India News 

Zee News 

Republic Bharat 

Sahara 

The Times Group 

NDTV 

DD News 

ABP News 

AIR 

Daily Punjab Kesari 

Navbharat Times 

Dainik Jagran 

Amar Ujala 

Haribhoomi 





# Regular Media Visits and Celebrity Visits

To improve the skills and exposure of the students, we provide regular media visits to various news channels like India Tv, Aajtak, Janta Tv, Zee news, DD news etc. to attend talk shows, debate shows and literature festivals. Besides this Top notch bollywood celebrities, media personalities and politicians had visited our institute and shared their experiences and insights with the students.

## Cultural and sports activities

J.R Media Institute organizes Diwali fest, New Year fest and intercollege debate and declamation competitions for our students year on year basis.

## Management Courses

Our management course at the institute provides a comprehensive understanding of key business concepts, leadership skills, and strategic thinking. With a focus on real-world applications, students gain practical insights to excel in diverse professional environments.

Course	Eligibility	Duration
Bachelors in Business administration	10+2 or equivalent	3 years
P.G Diploma in Advertising and Marketing	Graduation in any discipline	1 years