

# SARDAR PATEL COLLEGE OF COMMUNICATION & MANAGEMENT OFFERS JOB ORIENTED PG DIPLOMA COURSES



**EVENING CLASSES**

**Time: 6pm to 7.30pm**

**Working Person can Join ★ Continue B.A./M.A. with Open University Reasonable FEE, pay in instalments ★ Placement assistance is provided**



## **P. G. DIP. IN PRINT JOURNALISM**

To work as a Journalist, News Reporter, Content Writer, Editor etc. with Newspaper & Publication Houses. OR start your own business of Print Publication.

## **P. G. DIP. IN MASS COMMUNICATION**

To work with Print and Electronic Media for non technical work, or become a Freelance Journalist, Reporter or Teacher in Institute.



## **P. G. DIP. IN MARKETING & ADVERTISING**

To work with Advertising Agency or organise Marketing for any Product or do freelance work with Manufacturer or Importer.

## **P.G. DIP. IN PUBLIC RELATIONS**

To work as Public Relation Officer with PR Agencies and Corporate Houses. OR start your own P. R. Business.



## **BHARATIYA VIDYA BHAVAN**

S. P. College, Room No. 7, Mehta Sadan  
Kasturba Gandhi Marg, New Delhi - 110001  
Near Mandi House Metro St. • [www.bvbdelhi.org](http://www.bvbdelhi.org)  
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## BHARATIYA VIDYA BHAVAN – SARDAR PATEL COLLEGE – NEW DELHI

Bharatiya Vidya Bhavan was established in 1938 by Dr. K M Munshi with the blessings of Mahatma Gandhi and with the support of several stalwarts of India's freedom movement. Bhavan has steadily risen to its present stature and grown into not only a significant national but also an international organization.



Over the past eight decades, Bharatiya Vidya Bhavan has evolved into a movement intellectual, cultural and educational. The Bhavan has come to be recognized as a fountain of activities, in the literary, educational, ethical, cultural and spiritual life of India. Currently, with its over 100 centres in India, seven overseas centres, a large number of schools and job-oriented courses and professional colleges, Bharatiya Vidya Bhavan has been making a significant contribution to elevate the people mentally, morally and spiritually. Bharatiya Vidya Bhavan brings out a vast range of publications on philosophy, indology, scriptures, modern life and Gandhian thinking. These and its journals in English, Hindi and Gujarati are devoted to life, literature, culture and promotion of Inter Faith Harmony.

Dr. Rajendra Prasad, the first President of India, laid the foundation stone of the Bhavan's Delhi Kendra on 31st March 1952. Pandit Jawaharlal Nehru, the first Prime Minister of India, inaugurated Delhi Kendra on 16th May 1957. Delhi Kendra of Bhavan established Sardar Patel College of Communication and Management in 1975. This college is an institution of pre-eminence in professional education in Delhi. The college was setup with aim of providing professional studies at the under graduate and post graduate level on part time basis. Located in the heart of city, Sardar Patel College is offering avenues of continuing education, mainly to those in employment as well as others who are simultaneously pursuing opportunities in academic and professional areas. In nearly half a century of distinguished service, the college has produced outstanding professionals in the areas of Journalism, Mass Communication, Public Relation and other professional studies.

To ensure developing of skills and enhancing of employability of students, we have all the infrastructural resources. Our commitment to the quality of education has been recognized by Industry, so more and more students are getting jobs and many of our alumni are at higher positions, they are ready to help our new students in getting placements.

***Bharatiya Vidya Bhavan was established in 1938 as a Trust, Education Society and Non-profit organization. For the yeoman services rendered, the Bhavan has been recognized as an 'Institute of National Eminence' by Govt. of India and is also the recipient of Communal Harmony Award', 'Rajiv Gandhi Award for National Integration' and the prestigious 'International Gandhi Peace Prize'.***



**BHAVAN'S COLLEGE जिंदगी बना दे**  
**ADD BIG SMILE ON YOUR FACE**



### **By Joining Bhavan's College – You can make your Life**

Every Individual expects 3S of Life from Education System.  
Life= (S) Success + (S) Satisfaction + (S) Smartness.

Generally we spend 15 years of valuable time in school and College to lead a Life the way we want it. Today's education pattern somehow fails to put you on right path to lead successful life. Today's education pattern followed at school and college is copied from some foreign books. All 12 to 15 years you learn in classroom, you remember, you write answers in examination, you pass with some % of marks, and step in to next class, to repeat the same process. Present Indian education system does not support value addition. Bharatiya Vidya Bhavan's founder K. M. Munshiji says "Every Human being, with college education, he may become an Engineer, Doctor, Lawyer, Accountant or Manager, but to lead successful life he must be a Responsible Citizen, obedient son, caring father, a loving husband and a honest employee or employer".....All these values are most important to make our life better. But somehow today's education system at universities does not give much importance to promote these values.

At Bhavan's College we give equal importance to inculcate these values in individual. While practicing '**5 Fold Education System**', for whole year, students remain busy acquiring 1. Professional knowledge in theory classes. 2. Technical knowledge in Practical classes 3. Skill development with assignments and projects. 4. Personality Development with Special Workshops and 5. Positive Thinking in Life Management classes. So within one year, an ordinary student get converted into a professional as well as a good Human Being.

### **Features of S. P. College (Popularly known as Bhavan's SP College)**

- ❖ Basic philosophy followed at Bhavan's S P College is 'Learning by Doing'. Working on different assignments and creative projects makes learning very interesting.
- ❖ Theory and practical goes hand in hand. By understanding theoretical knowledge, students build strong foundation. While practical exposure makes them technically expert and confident to work in Industry.
- ❖ Curriculum is Industry oriented, means students learn what is being practiced at respective Industry. Periodical visits at Industry helps student to learn professional work culture.
- ❖ College has expert in-house faculties, plus many professional visiting faculties from the industry on its panel.
- ❖ In tutorial classes, students are made to work on grooming their Personalities and Developing Presentation Skills.
- ❖ Library with more than 2000 books is available. Students can issue books to read at home.
- ❖ Students work on assignments & projects in an each semester to develop confidence to work professionally. Students also work in group, that develops team spirit.
- ❖ Periodical Skill Tests are conducted to supervise growth of technical capabilities in students, as well as discover and eliminate their weaknesses.
- ❖ Internship training and job assistance is provided to sincere students.

**Advise for students who have completed Graduation:-** After spending 3 years in college to complete B.A., B.Sc., B.Com., you discover that, only degree cannot get you a job. You have to develop confidence to work professionally. So to get job, you must join Bhavan's College – Join any one of the P. G. Diploma courses of your choice. Here you learn with practicals, everything what is useful, to work in the Industry. We also advise you to join M.A. degree with IGNOU. So that along with our P. G. Diploma, you can clear 1<sup>st</sup> year of M.A. Depending on your performance in our P. G. Diploma, we provide you internship training and placement assistance, to make entry into job market. While working, you also complete 2<sup>nd</sup> year of M.A. from IGNOU. Thus you have Professional Diploma from Bhavan and Post Graduation Degree from University. So Industry recognizes you as a qualified professional to get higher position in India or Foreign Countries. This is a best combination to lead successful life. **Bhavan's S.P. College**

## One Year P.G. Diploma in Print Journalism (PJR) – Evening Classes

During your three-year study at college you must have discovered your special qualities towards media. You must be curious, flexible, carries good personality, has clear thinking and ability to write, in the language of the Newspaper, Periodicals or Magazines. If so, you are ready to join P. G. Diploma in Journalism. The career in Journalism is both exciting as well as paying, not only in terms of money, but prestige and glamour too. This is an exclusive profession, which offers unique status and job satisfaction. During this one year training, you work on different real life projects and assignments, which will develop your skill over the language, both for Speaking and Writing, which you can apply to practice, writing and reporting skills. Course offers you sufficient amount of technical input on Digital Media and online journalism. Students participate in visits of Media Houses, to get exposure to professional working environment, as well as to understand work culture of Media. Throughout year several Media Seminars are organized to meet and interact with expert media professionals, where students get opportunity to show their talent and develop contacts with Media Organizations.

**Scope:** After completing P.G. Diploma in Journalism, students can work with Print Media as a Journalist, Reporter, and Correspondent Columnist or Editor, or in similar responsibility. Student can also start their own publication Business for Magazines and Books. College provides assistance in getting internship training at Newspaper Houses.

**Eligibility :** Graduation or Equivalent

**Time :** 6pm. to 7.30pm  
5 days in a week

**Duration:** One Academic year of 10 months

**Fee :** Rs. 45000/- (This includes GST applicable). You can pay in two equal instalments.



### EXAMINATION PATTERN

There will be an examination at the end of course. All group activities and project work is compulsory.

Paper I to Paper VI.

PI	Journalism & Mass Communication	= 100 Marks
PII	Reporting Technique for Print Media	= 100 Marks
PIII	Writing & Editing for Print Media	= 100 Marks
PIV	Broadcast and On-line Journalism	= 100 Marks
PV	Management of Publication Business	= 100 Marks
PVI	Project and skill test	= 200 Marks

**Total Marks == 700 Marks**

To qualify for Diploma student must secure 35% marks in individual subject and 40% aggregate. He/She must attend 80% of the theory and practical classes. And submission of all assignments and projects are compulsory.



## One year P.G. Diploma in Public Relations (DPR) – Evening Classes

Public Relations is the art of getting along with people who constantly come in touch with activities of organization. Public Relations Officer provides communication services to organizations that involve Writing, Researching, Rendering advice to management, planning and implementing communication activities as well as evaluating the effectiveness of their plans. While learning P.G. Diploma in Public Relations you get engaged in several assignments and projects, which develops required communication, analytical and organizational skills. You also get training on Computer Skills to make you comfortable with application of Information Technology in Digital Communication. During the course you also learn about publicity campaign, and organization of promotional events with Media releases. Emphasis is also given on personality development, to develop your presentation skills and to make you ready for job interviews, as well as to become confident Public Relations officer.

**Scope:** Today, not only Media but every organization needs good Public Relations Officer. After completing P.G. Diploma in Public Relations, you should become Public Relations Officer. One should start at junior level and progress in a year or two, to higher positions. Bhavan's College will forward good performing students for internship training as per availability.

**Eligibility :** Graduation or Equivalent

**Time :** 6pm. to 7.30pm  
5 days in a week

**Duration:** One Academic year of 10 months

**Fee :** Rs. 45000/- (This includes GST applicable). You can pay in two equal instalments.



### EXAMINATION PATTERN

There will be an examination at the end of course. All group activities and project work is compulsory.

Paper I to Paper VI.

PI	Journalism & Mass Communication	= 100 Marks
PII	Principles of Public Relations	= 100 Marks
PIII	Advertising Theory and Practice	= 100 Marks
PIV	Corporate Communication and Event Management	= 100 Marks
PVI	Management of Media Business	= 100 Marks
PVI	Project and skill test	= 200 Marks

**Total Marks == 700 Marks**

To qualify for Diploma student must secure 35% marks in individual subject and 40% aggregate. He/She must attend 80% of the theory and practical classes. And submission of all assignments and projects are compulsory.

## One year P.G. Diploma in Marketing & Advertising (ADM) – Evening Classes

Marketing can be described as a process that involves all such activities that ensure the supply of Goods and Services from the producer to consumer. A viable Marketing involves a service of decision making at various levels right from Production, Handling, Storage, Packaging, Transportation, Advertising, etc. to the final stage of sale to the consumer. Here producer expect required profit and steady growth in business, while consumer expect customer satisfaction and good after sales service. Now understand that, marketing team takes care of both. To overcome competition, Advertising plays important role. It can be done through Newspapers, Magazines, Road side Hoardings, Radio, Television and a Social Media. Perfect planning is required at each stage to make required amount of profit. This is what you learn and practice in 'P.G. Diploma in Marketing and Advertising'. Most important is to develop your managerial skills, decision making quality and presentation technique, to make successful career in this area. Student must work very hard on assignments and projects along with all theoretical knowledge of Marketing & Advertising. Joining this Career is not only challenging and satisfying, but offers good amount of earnings too.

**Scope:** Plenty of job opportunities in Dept. of Marketing, Advertising and Sales with manufacturers, distributors, sales organizations, fabricators, and exporters. Bhavan's College will organize internship training to deserving candidates, and job assistance as per availability.

**Eligibility :** Graduation or Equivalent

**Time :** 6pm. to 7.30pm  
5 days in a week

**Duration:** One Academic year of 10 months

**Fee :** Rs. 45000/- (This includes GST applicable). You can pay in two equal instalments.



### EXAMINATION PATTERN

There will be an examination at the end of course. All group activities and project work is compulsory.

Paper I to Paper VI.

PI	Journalism & Mass Communication	= 100 Marks
PII	Marketing Management	= 100 Marks
PIII	Advertising Theory and Practice	= 100 Marks
PIV	Marketing Research and Creative Advertising for Media	= 100 Marks
PV	Management of Media Business	= 100 Marks
PVI	Project and skill test	= 200 Marks

**Total Marks == 700 Marks**

To qualify for Diploma student must secure 35% marks in individual subject and 40% aggregate. He/She must attend 80% of the theory and practical classes. And submission of all assignments and projects are compulsory.