

# **Jagannath University**

## **Centre for Distance and Online Education (CDOE)**

**Journey to *Excellence***

**INFORMATION BROCHURE**

## **Recognition and Accreditation**

NAAC Grade 'A' Accredited

Approved by UGC under the UGC Act 1956 (2f)

Accredited by Indian Council of Agricultural Research (ICAR)

Member, Association of Indian Universities (AIU)

National Council for Teacher Education (NCTE)

Institute of Town Planners of India • Bar Council of India (BCI)

Pharmacy Council of India (PCI)

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# THE UNIVERSITY



Jagan Nath University, Jaipur has been established by an Act of the Rajasthan State Legislature (Act No. 19 of 2008) on April 16, 2008, approved under section 2(f) by the UGC Act, 1956, accredited by NAAC (2nd Cycle) with "A" grade in 2022 and is member of the Association of Indian Universities (AIU).

The University offers a wide range of undergraduate and postgraduate programs across diverse fields, including Engineering, Technology, Architecture Planning, Management, Law, Agricultural Science, Pharmacy, Physiotherapy, Paramedical Sciences, Education, Naturopathy and Yogic Science, along with Ph.D. opportunities in select disciplines.

In alignment with the National Education Policy (NEP) 2020, the academic system integrates the Choice-Based Credit System (CBCS), outcome-based assessments, skill development, industry partnerships, and research initiatives, with a strong emphasis on quality education and enhancing employability. The University has formed strategic MoUs with numerous industry and professional organizations to facilitate skill development, industry integration, and internship opportunities.

The academic framework prioritizes effective teaching-learning practices, industry exposure, curriculum-based skill education, and project-based learning. Scholarships and freeships are awarded based on merit and need, and the Alumni Association regularly organizes events to strengthen connections.

Boasting state-of-the-art infrastructure and a comprehensive use of ICT, the University is committed to achieving excellence in education, fostering employability, nurturing creativity, and promoting human values. It strives to be a centre of excellence, developing skilled professionals and responsible citizens for a brighter future.

# President **MESSAGE**

Welcome to the Center for Distance and Online Education (CDOE) at Jagan Nath University



As President, I am delighted to welcome all students enrolling in our undergraduate and postgraduate programs. The purpose of our Online and Distance Education programs is to provide accessible, quality education to individuals who face barriers to traditional learning, whether due to financial, geographical, professional, or other constraints. These programs help bridge the gap, allowing learners to gain knowledge and skills that enhance employability and personal growth.

Our commitment at CDOE is to offer global access to higher education, ensuring that students from diverse backgrounds have the opportunity to achieve their academic and professional goals. With UGC-DEB approval, we deliver these programs through the SWAYAM II platform, providing a flexible and user-friendly learning experience.

On behalf of the university, I extend a warm welcome and wish you a fulfilling and successful academic journey.

*Professor (Dr.) Vaishali Sharma  
President (Vice Chancellor)*



# Director's **MESSAGE**

**“The future belongs to those who believe in the beauty of their dreams.”**

— Eleanor Roosevelt

Dear Learners,

In today's boundaryless world, education serves as a transformative platform, transcending cultural and geographical divides. The Centre for Distance and Online Education at Jagannath University empowers students to pursue higher education without the constraints of location or time.

Our programs provide opportunities for individuals, including working professionals, homemakers, and those re-entering education, to enhance their qualifications and skills. We also offer add-on courses alongside regular degrees to support personal and professional growth.

With a commitment to academic excellence, we ensure timely examinations in December and June, adhering to a structured academic calendar. Our global campus integrates cutting-edge technology, innovative teaching, and quality education to create a dynamic learning experience.

Join us in shaping your future through quality education and limitless opportunities.

*Professor (Dr.) Shweta Bhatia*

To develop the University as a Centre of Excellence for higher education and research committed towards quality education, skill development, industry integration and holistic eco-system for global competencies among youth and sustainable development of the Nation.

## OUR VISION

“ The direction in which education starts a man will determine his future in life. - Plato

## OUR MISSION

- Innovative, job-oriented and professional academic programs for capacity building in view of the emerging trends of the economy.
- Enable students equipped with knowledge and competences to perform successfully in modern organizations in India and abroad.
- Training students in generic and life skills in addition to core discipline subjects to enhance employability in job market and for entrepreneurship.
- Developing a sense of ownership and pride among employees to achieve organizational targets as well as their personal goals.
- Blending skill, entrepreneurship and capacity building for sustainable development coherent with environmental and economic sustainability.

# Why JNU Online?



AI-Driven Support



24/7 Interactive Forum



Expert-Led Knowledge Sessions



Clarification Sessions  
Every Fortnight



In-Course Career Assistance



Balanced Blend of  
LIVE & RECORDED  
Sessions



Personality  
Development  
Workshops



Learn While You Work



Concurrent Degree Opportunities



Access to Premium  
Learning Resources



Digital Age  
Skill Acquisition



Global Networking  
Opportunities



Practical Training &  
Real-World Exposure



Personalized Academic  
Guidance

# ONLINE EDUCATION



Online education is a mode of instruction where a substantial portion or all of the teaching is conducted remotely, away from the physical presence of the learner. It is particularly advantageous for individuals seeking to pursue higher studies but face time constraints. Through this mode, students can engage in their academic programs without the need to attend traditional campus-based classes. The primary goal of the University's online learning program is to overcome socio-economic and geographical barriers to higher education, offering opportunities for individuals residing in remote areas, as well as those who are employed, home makers, or otherwise unable to attend on-campus courses.

Delivered entirely through digital platforms, online education enables students to attend classes, participate in discussion forums, and complete assignments from anywhere with internet access, without the necessity of being physically present in a classroom. This system epitomizes the concept of "Learning Anytime, Anywhere."

The University has designed a comprehensive academic framework that integrates the latest guidelines of the NEP-2020, including the Choice-Based Credit System (CBCS), outcome-based assessments, skill development, industry collaborations, and a holistic ecosystem. Emphasizing research, extension activities, and the promotion of employability, the system is dedicated to delivering quality higher education. All undergraduate programs are structured in a modular format, offering multiple entry and exit points to facilitate flexible learning pathways:

## The objective of Online Education is to:

01

High-Quality, Career-Oriented Education

Offering value-based education aimed at equipping students with the skills required for success.

Stimulating Learning Environment

Providing a conducive atmosphere to help students maximize their intellectual capabilities.

02

03

Integration of Specialized Concepts

Enabling students to understand and apply both foundational and specialized knowledge.

Virtual Academic Environment

Organizing video-conferencing sessions to create an interactive and immersive academic experience.

04

05

Convenient Learning for Working Professionals

Providing flexible learning opportunities for professionals who cannot attend traditional on-campus classes.

## CENTRE FOR DISTANCE AND ONLINE EDUCATION (CDOE)

The Centre for Distance and Online Education (CDOE), Jagan Nath University, Jaipur has been established and approved by UGC- Distance Education Bureau (UGC-DEB). The Centre is well equipped with computers and other infrastructure, adequate teaching faculty and administrative set-up of its own to serve its students in their best interest at their door steps.

### The Online & Distance learning programs of Jagan Nath University has :



## Teaching Pedagogy

The University follows a distinctive pedagogy for its online and distance learning programs, designed to provide students with flexibility, empathy, and comprehensive learning. The approach emphasizes:

- **Clear Conceptual Understanding:** Students gain in-depth knowledge through interactive Discussion Forums and contact classes, ensuring a strong grasp of the subject matter.
- **Reinforcement through Multimedia:** Concepts are reinforced through case studies, video and audio content, carefully structured to enhance learning.
- **Development of Human Skills:** A focus on developing creative thinking, decision-making, and problem-solving techniques to prepare students for real-world challenges.
- **Practical Application:** Assignments and projects provide students with opportunities to apply their learning and gain hands-on experience.
- **Communication, Leadership & Teamwork:** Group activities foster the development of essential skills in communication, leadership, and teamwork.
- **Real-Time Clarifications:** The course coordinator and their team offer continuous support, answering questions and providing clarifications through the Discussion Forum.

## Program Delivery



# Master of Business Administration (MBA)



## Overview

To achieve a leadership position in the highly competitive corporate environment the budding managers need to develop a strong vision for their companies, apart from having a terrific sense of commitment, professional expertise, determination, great motivational skills and leadership qualities.

According to the growth rate of India in terms of power parity, it implies that we can beat United States within next 25 to 30 years and become economically the strongest country in the world. For this, the Government of India needs to support the Indian organizations with suitable pro-people & pro-Indian policies, which would help Indian organizations in becoming stronger to compete in the world market successfully. Future leaders should be aware of this and not remain intellectually handicapped. The University strives for these commitments and continuously endeavors to educate its students and associates on such issues with the belief that sooner or later, structured economic independence can be achieved through a combined effort.

## The MBA Programme:

MBA is a two-year programme, spread over four semesters. The first two semesters provide strong foundation in basic disciplines and the remaining two semesters enable the students to specialize in their area of interest. The specializations offered under this Program are:

Marketing

Finance

Human Resource

Information Technology

International Business

Operations & Supply Chain Management



## Program Strength:

MBA programs aim at continuous interaction of the students with the Industry for the up gradation of knowledge and skills through Industry Academia Interaction, Live Projects, Skill Enhancement Program i.e. PDP Sessions, simulation activities and workshops that help build a healthier behavior such as mannerism, style, dressing up, social etiquettes etc.

## Teaching Pedagogy

Industry-Aligned Curriculum

Multiple Specialization Choices

Live and Recorded Sessions

Professional Mentorship

Extensive Case Studies

Intuitive Learning Management System

## Career Opportunity

Brand Strategist

Business Consultant

Marketing Specialist

HR Data Analyst

Customer Relationship Manager

Human Resource Analyst

Operations Manager

Product Development Manager

Learning and Development Manager



# Bachelor of Business Administration (BBA)



## Overview

The study of Business Administration has reached enormous height amongst the present generation as it helps the students for their all-round development by providing them specific knowledge in the field of Finance, Accounting, Marketing, Management, Technology, or any other area of business. In recent years, the BBA programme is developed in order to reach the high expectations of the companies that are involved in both, management of the business as well as Entrepreneurship. This is where this bachelor's degree has the relevance for the youth to plan their career in business and entrepreneurship. BBA is an undergraduate program designed with multi-disciplinary approach as per the recommendations of NEP-2020. The program is offered to promote education to millions of students in accordance with the demands of the contemporary environment.

## Program Highlights

- Well structured lectures with practical approach
- Provide exposure to students to a variety of “core subjects”
- The programme develops the student's practical managerial skills, communications skills and business decision-making capability.
- Incorporate training and practical experience, in the form of cases, projects and presentation Industry interaction through internships, industrial visits, working projects and interaction with experts from the industry.
- Personality enhancement modules focusing on communication skills, time management etc.

## Program Commitment

- Industry Integrated curriculum designed leading to high employability factor.
- Highly experienced academicians as faculty member.
- Renowned Resource Persons from corporate, government sector and research organizations.
- Internships
- Assured Placement Assistance
- Academic & Industry Partners for Academic & Skill Excellence
- Merit, Need and Sports based Scholarships

## Teaching Pedagogy

Live and Recorded Sessions

Professional Mentorship

Extensive Case Studies

Intuitive Learning Management System

Industry-Aligned Curriculum

Multiple Specialization Choices

## Career Opportunities

Executives in Marketing, Retail, Banking ,Sales, Finance, and International Business

Client Support Executives in IT-Enabled Services

Event Coordinators in Educational Institutions, Entertainment Sectors, and Corporate Exhibitions

Consultants in HR and Recruitment Firms

Roles in NGOs and Government Banks

Corporate Event Managers

Entrepreneurial Ventures



# Bachelor of Commerce (B.Com)



## Overview

B.Com is an undergraduate program with multi-disciplinary approach as per the recommendations of NEP-2020. The program is offered to promote education to millions of students in accordance with the demands of the contemporary environment with an updated syllabus covering accounting, financial systems, taxes, business management and various other aspects. The program is offered in semester mode as per CBCS framework and the course structure for the program includes Ability Enhancement Compulsory Courses (AECC), Core Courses, Multi-disciplinary Courses, Skill Enhancement Courses (SEC) and Value-Added Courses (VAC).

## Program Highlights

- Give hands-on experience to students i.e. Organizing events, Group activities, Team work, Creativity, Conducting market research.
- Renowned Resource Persons from corporate, Government sector and research organizations.
- Academic and Industry partners for academic and skill excellence.
- Merit and need based scholarships.
- Entrepreneurial Workshops & Visits.
- Enabling students towards Social Responsibility.
- Highly experienced faculty from Academia/Industry.
- Field Exposure Project (FEP)
- Specialized Add on Courses
- Project Based Group Learning
- Strong Mentor Mentee System

## Teaching Pedagogy

Live and Recorded Sessions

Professional Mentorship

Extensive Case Studies

Intuitive Learning Management System

Industry-Aligned Curriculum

Multiple Specialization Choices

## Career Opportunity

B.Com. graduates are trained in a variety of skills and hence can take up career opportunities in a number of areas in the private as well as government sector. Given below are some common areas of employment after Degree:

Business Analyst

Product Strategist

HR Specialist

Public Sector Employee

Government Administrator

Product Development Manager



# Master of Arts (Journalism & Mass Communication) MA(JMC)



## Overview

Effective Media is one of the most potent weapons in the modern world. It can change the tide of public opinion and send vital messages out to a large section of society. The intelligent readership is growing and books are seeing resurgence in the market. The media has many segments: the print medium being the oldest: Journalism via electronic media such as the television, radio, satellite communication; Advertising and Public Relations, new media with added technology has taken it further to reach millions engaged in digital era of society.

The main objective of this programme is to bring well educated professionals with critical thinking abilities to establish single person media shop, and have an understanding of the latest facets of the ongoing information revolution brought in by the internet, personal computers, television, radio and the print in business and interpersonal communication.

## Program Highlights

- Two year program with applied learning in the field of journalism and mass communication.
- Industry suited curriculum
- The program focuses on nurturing the creative talent of students by providing them with hands on training and media exposure.
- The program gives an opportunity to study the Media, ranging from media issues to media marketing, research and journalistic techniques to public relations, organizing events and exhibitions.
- Students are also encouraged to specialize in Print, Broadcast & Web Journalism, Radio Programming & Production, Television Production & Film making, PR & Advertising, Corporate Communication, Radio Jockey and Communication Skills.



## Teaching Pedagogy

Multiple Specialization Choices

Industry-Aligned Curriculum

Professional Mentorship

Live and Recorded Sessions

Intuitive Learning Management System

Extensive Case Studies

## Career Opportunity

Print Media

Journalist, Content Writer, Editor, Reporter, Marketing Executive, Commercial Executive.

Broadcast Media

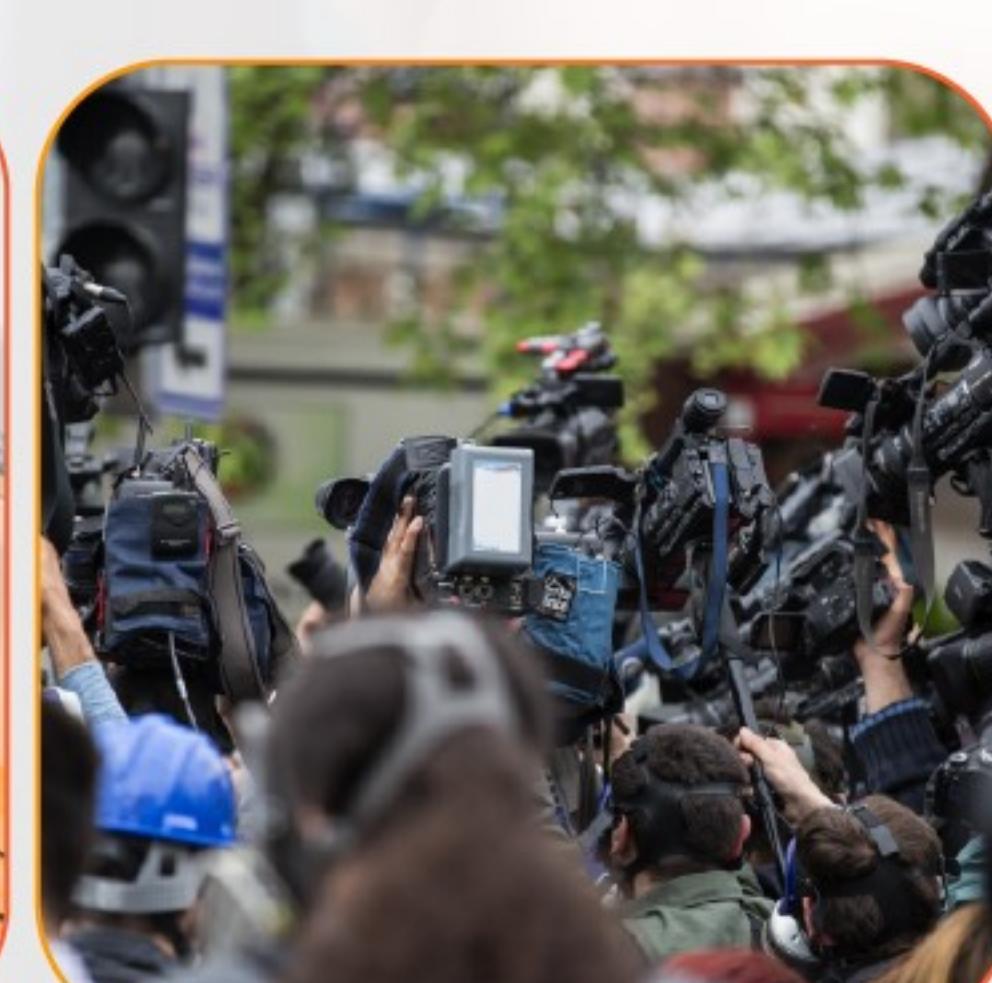
Radio Jockey, News Reader, Script Writer, Program Producer, Editor, Researcher.

Audio-Visual Media

Anchor, Actor, Cinematographer, Graphic Designer, Production Assistant, Director.

Public Relations & Advertising

PR Specialist, Copywriter, Media Planner, Event Manager, Digital Marketer, Corporate Communications.



# Bachelor of Arts (Journalism & Mass Communication) BA(JMC)



## Overview

University Grants Commission (UGC) has launched a scheme on skills development based higher education as part of college/university education, leading to Bachelors of Arts- Journalism & Mass Communication degree. This would enable the graduates completing BAJMC degree to make a meaningful participation in accelerating India's economy by gaining appropriate employment, becoming entrepreneurs and creating appropriate knowledge.

The University offers Bachelor of Arts -Journalism & Mass Communication to the eligible students who are interested in pursuing career in journalism and mass communication. This programme has been designed so that it provides practical knowledge along with academics to the students so that they develop skills in the fields of audio visual operation, broadcasting, Print Media, Public Relations & advertising.



## Teaching Pedagogy

Industry-Aligned Curriculum

Extensive Case Studies

Multiple Specialization Choices

Professional Mentorship

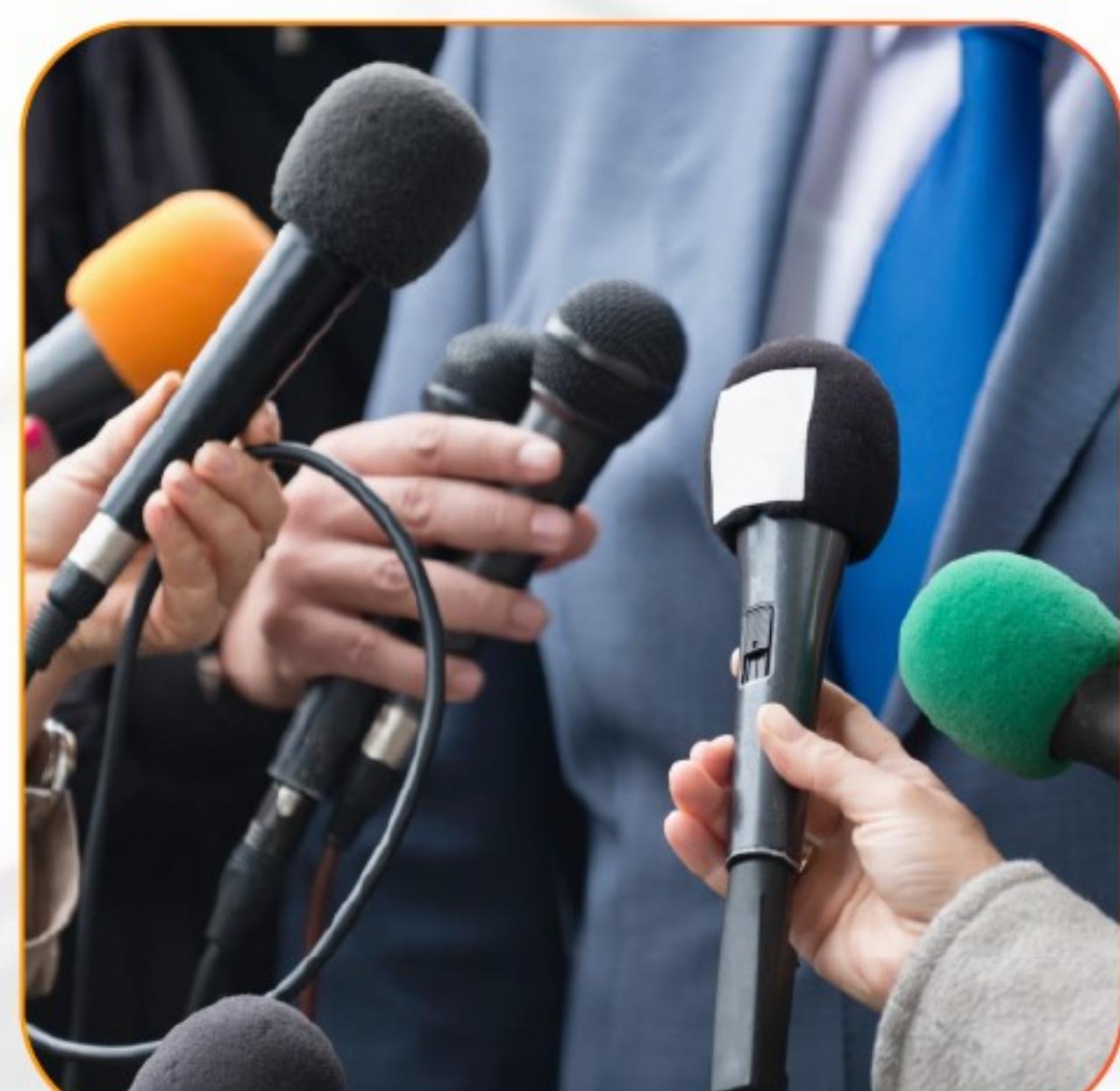
Live and Recorded Sessions

Intuitive Learning Management System

## Program Highlights

The Bachelors of Arts in Journalism & Mass Communication includes pedagogical components for enhanced learning in the field of mass communication :

- Language courses (English)
- General Education Components
- Soft Skills and Personality Development Programs
- Media labs
- Focus on communication skills, creativity and concepts.
- Emphasis on operational knowledge of Camera, TV, Broadcasting and production equipment.
- Operational knowledge of Social Media, Cyber Journalism and E-Journalism.



## Career Opportunity

Public Relations & Advertising

PR Specialist, Copywriter, Media Planner, Event Manager, Digital Marketer, Corporate Communications.

Audio-Visual Media

Anchor, Actor, Cinematographer, Graphic Designer, Production Assistant, Director.

Broadcast Media

Radio Jockey, News Reader, Script Writer, Program Producer, Editor, Researcher.

Print Media

Journalist, Content Writer, Editor, Reporter, Marketing Executive, Commercial Executive.

# Fee Structure (OL) Programs

## 2026-27

### Undergraduate Programs

Program Name	Duration	Fee Per Semester	Early Bird Scholarships (20%)	Net Fee payable Per Semester
BBA	3 Years	Rs.25,000/-	(-)Rs.5,000	Rs.20,000/-
B.Com	3 Years	Rs.20,000/-	(-)Rs.4,000	Rs.16,000/-
BA (JMC)	3 Years	Rs.20,000/-	(-)Rs.4,000	Rs.16,000/-

### Postgraduate Programs

Program Name	Duration	Fee Per Semester	Total Fees
MBA	2 Years	Rs.40,000/-	Rs.1,60,000/-
MA(JMC)	2 Years	Rs.25,000/-	Rs.1,00,000/-

\*Attractive Merit Scholarship Available

**Form Fee :** Rs.500 ( One time)

**Registration fee :** Rs.1000 ( One time)

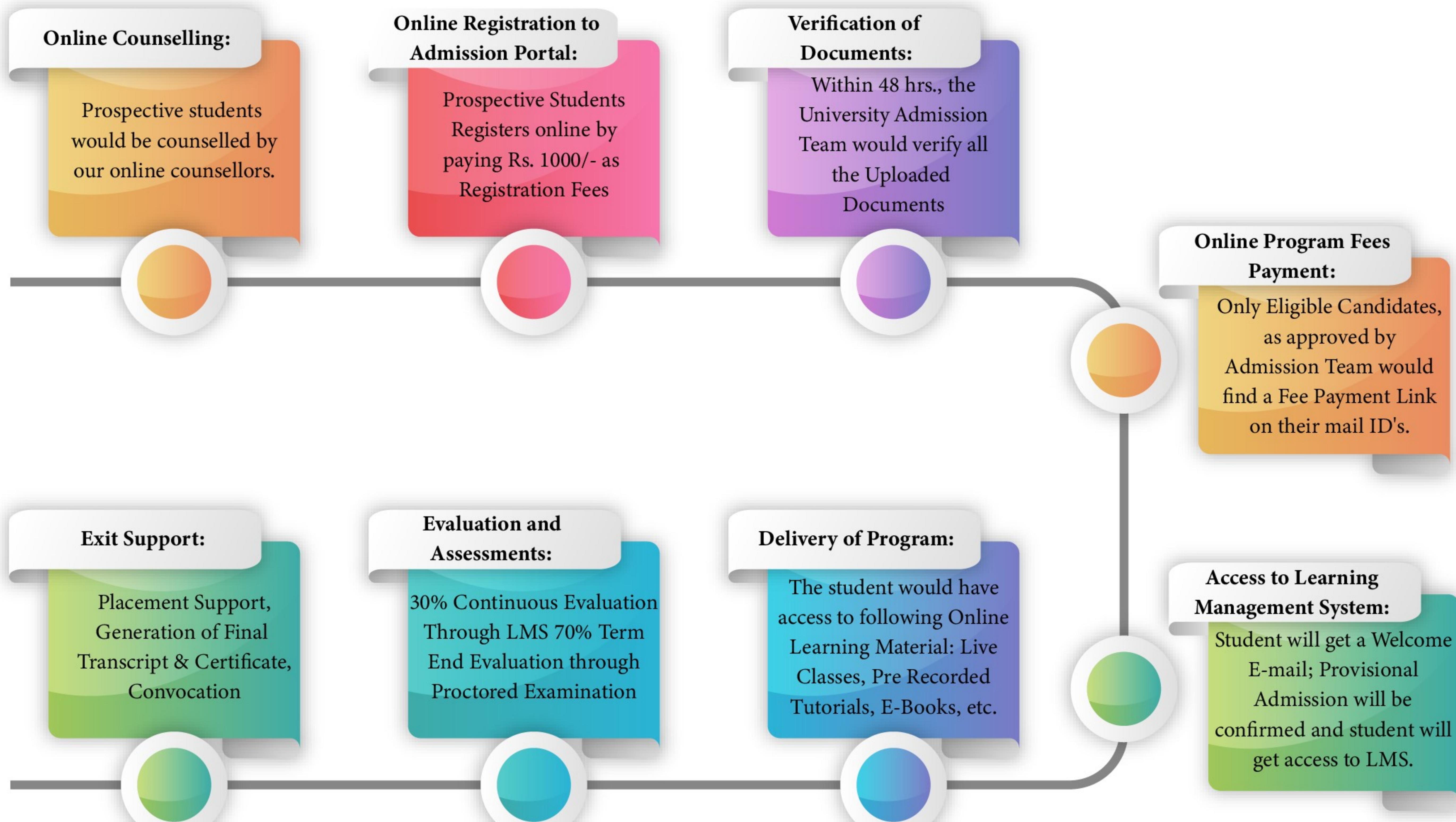
**Examination Fee :** Rs.1500\* ( Per Semester)

\*Applicable only for re-appear students

## How to Apply:

1. Prospective candidates may register by completing the Application Form, available at [www.sdlju.org](http://www.sdlju.org)
2. A one-time application form fee of Rs.500 is applicable.
3. A one-time registration fee of Rs.1,000 must be paid at the time of registration.

## Admission Process:





### Chaksu Campus

NH-12, Chaksu Bypass, Tonk Road, Jaipur- 303901

### Sitapura Campus

IP- 2 & 3, Phase IV, Sitapura Industrial Area, Opp. Chokhi Dhani, Jaipur-302022