परास्नातक डिप्लोमा पाठ्यक्रम
Post Graduate Diploma Programmes

(2016-17)

विश्वविद्यालय मार्ग, ट्रांसपोर्ट नगर के पीछे (तीनपानी बाईपास),
University Road, Behind Transport Nagar (Teenpani Bypass),
हल्द्वानी 263139, नैनीताल, उत्तराखण्ड
Haldwani 263139, Nainital, Uttarakhand

विषयानुक्रम (Contents)

PROGRAMME SUMMARY & FEE STRUCTURE

Programme Name & (Code)	Eligibility	Duration In Years Min	Max	SLM	Mode of Exam (Annual/ Sem)	Year / Sem	Programe	Project/ Lab Workshop	Exam	Practical	Viva-Voce	Identity Card	Student	Grand Total
PG Diploma in Computer Application (PGDCA-11)	Graduation in any stream	1	3	English	Semester	I	5000	-	600	500	-	50	100	6250
						II	5000	1000	450	500	-	-	-	6950
PG Diploma in Geo Informatics (PGDGIS-11)	Graduation in any stream	1	3	English	Annual	I	22000	1500	600	-	-	50	100	24250
PG Diploma In Disaster Management (PGDDM-12)	Graduation in any subject	1	3	English	Annual	I	10000	1000	1050	-	-	50	100	12200
PG Diploma in Marketing Management (PGDMM-16)	50% Marks at graduate or post graduate level with 1 year experience in the relevant field. Further those having 45% marks at graduate level or post graduate level shall also be eligible with 2 years' of supervisory/ managerial/ professional / teaching experience after completing graduation or post-graduation (even if the degree has been obtained in ODL mode or as a private student).(5% relaxation for reserved category). Admission through entrance test conducted by University / MAT /CAT score	1	3	English	Semester	I	8000	-	450	-	-	50	100	8600
						II	-	-	450	-	-	-	-	450
PG Diploma Human Resource Management (PGDHRM-16)		1	3	English	Semester	I	8000	-	450	-	-	50	100	8600
						II	-	-	450	-	-	-	-	450
PG Diploma in Cyber Law (PGDCL-12)	Graduation in any stream	1	3	English-Hindi	Annual	I	5000	-	600	-	500	50	100	6250
PG Diploma in Journalism and Mass Communication (PGDJMC-12)	Graduation in any stream	1	3	Hindi	Semester	I	4000	-	600	-	-	50	100	4750
						II	4000	500	450	-	500	-	-	5450
PG Diploma in Broadcast Journalism & New Media (PGDBJ-12)	Graduation in any stream	1	3	Hindi	Semester	I	4000	-	600	2000	-	50	100	6750
						II	4000	500	450	-	500	-	-	5450
PG Diploma in Advertising and Public Relations (PGDAPR-12)	Graduation in any stream	1	3	Hindi	Semester	I	4000	-	600	-	-	50	100	4750
						II	4000	500	450	-	500	-	-	5450

PG Diploma in Computer Application कम्प्यूटर अनुप्रयोग में परास्नातक डिप्लोमा

PGDCA-11
Credits-36

Course Code	Course Name	Credits	Total Marks (Th. /Assign.)
	SEMESTER I		
PGDCA-01	Computer Fundamentals and PC Software	04	100 (70 / 30)
PGDCA -02	Digital Logic	04	100 (70 / 30)
PGDCA -03	Computer Programming Using C	04	100 (70 / 30)
PGDCA -04	Fundamentals of Networking and Web Technology	04	100 (70 / 30)
PGDCA -P1	Practical	02	100
	SEMESTER II		
PGDCA -05	Computer Organization and Architecture	04	100 (70 / 30)
PGDCA -06	Data Structure through C Language	04	100 (70 / 30)
PGDCA -07	Fundamentals of Database Management System	04	100 (70 / 30)
PGDCA -08	Project-I	04	100 (70 / 30)
PGDCA -P2	Practical	02	100

PG Diploma in Geo-Informatics   जियो इनफोर्मेटिक्स में परास्नातक डिप्लोमा

PGDGIS-11
Credits-32

Course Code	Course Name	Credits	Total Marks (Th. /Assign.)
PGDGIS-01	Introduction to Informatics	08	100 (70 / 30)
PGDGIS-02	Geographical Information System	08	100 (70 / 30)
PGDGIS-03	Remote Sensing & GPS	08	100 (70 / 30)
PGDGIS-04	DIP & Mapping	08	100 (70 / 30)
PGDGIS-05	Mini Project	08	100

Note: Master of Geo Informatics Programme is only offered at SCIENCE study centre, Dehradun (Study Centre Code-11053)

P.G. Diploma in Disaster Management आपदा प्रबंधन में पी0जी0 डिप्लोमा

PGDDM-12
Credits-32

Course Code	Course Name	Credits	Total Marks (Th. /Assign.)
MPA-001	Understanding Natural Disaster (प्राकृतिक आपदाओं को समझना)	04	50 (35 / 15)
MPA-002	Understanding Man-made Disasters (मानव निर्मित आपदाओं को समझना)	04	50 (35 / 15)
MPA-003	Risk Assessment and Vulnerability Analysis (जोखिम आंकलन एवं संवेदनशीलता विश्लेषण)	04	50 (35 / 15)
MPA-004	Disaster Preparedness (आपदा तैयारी)	04	50 (35 / 15)
MPA-005	Disaster Response (आपदा प्रतिक्रिया)	04	50 (35 / 15)
MPA-006	Disaster Medicine (आपदा चिकित्सा)	04	50 (35 / 15)
MPA-007	Rehabilitation, Reconstruction and Recovery (पुर्नवास, पुन:निर्माण एवं पुनरूत्थान)	04	50 (35 / 15)
MPAP-001	Project Work (परियोजना कार्य)	04	50

P.G. Diploma in Marketing Management
पी0जी0 डिप्लोमा इन मार्केटिंग मैनेजमेंट

PGDMM-16
Credits-36

Course Code	Course Name	Credits	Total Marks (Th. /Assign.)
	PROGRAMME STRUCTURE		
	SEMESTER I		
MS- 501	Marketing Research	06	100 (70 / 30)
MS- 502	Advertising and Sales Promotion	06	100 (70 / 30)

MS-503	Consumer Behaviour	06	100 (70 / 30)
	SEMESTER II		
Select any three from the following courses;			
MS- 504	**International Marketing**	06	100 (70 / 30)
MS- 505	**Services Marketing**	06	100 (70 / 30)
MS- 506	**Supply Chain Management**	06	100 (70 / 30)
MS- 507	**Rural Marketing**	06	100 (70 / 30)
MS- 508	**Sales and Distribution Management**	06	100 (70 / 30)
MS- 509	**Industrial Marketing**	06	100 (70 / 30)
MS-510	**Brand Management**	06	100 (70 / 30)
Notes: (as per programme): Examination would be conducted on Descriptive Pattern.			

N.B.- Learners are instructed to refer to guidelines for admission to Management Programmes as given in Appendix- III

P.G. Diploma in Human Resource Management

PGDHRM -16

Credits-36

पी0जी0 डिप्लोमा इन ह्यूमन रिसोर्स मैंनेजमेंट

PROGRAMME STRUCTURE			
Course Code	**Course Name**	**Credits**	**Total Marks (Th. /Assign.)**
	SEMESTER I		
MS- 301	**Human Resource Planning**	06	100 (70 / 30)
MS- 302	**Human Resource Development**	06	100 (70 / 30)
MS- 303	**Organizational Change and Development**	06	100 (70 / 30)
	SEMESTER II		
Select any three courses from the following:			
MS- 304	**Labour Laws for Managers**	06	100 (70 / 30)
MS -305	**Strategic Human Resource Management**	06	100 (70 / 30)
MS- 306	**Industrial Relations**	06	100 (70 / 30)
MS -307	**Compensation Management**	06	100 (70 / 30)
MS -308	**International Human Resource Management**	06	100 (70 / 30)
MS- 309	**Management of Training and Development**	06	100 (70 / 30)
Notes: (as per programme): Examination would be conducted on Descriptive Pattern.			

N.B.- Learners are instructed to refer to guidelines for admission to Management Programmes as given in Appendix- III

P.G. Diploma in Cyber Law   साइबर लॉ में पी0जी0 डिप्लोमा

PGDCL-12

Credits-36

PROGRAMME STRUCTURE			
Course Code	**Course Name**	**Credits**	**Total Marks (Th. /Assign.)**
CYL-101	**Fundamentals of Cyber Law and the emerging jurisprudence**	08	100 (70 / 30)
CYL-102	**Intellectual Property Issues and Cyberspace - The Indian Perspective**	08	100 (70 / 30)
CYL-103	**E-Commerce & Digital Evidence**	08	100 (70 / 30)
CYL- 104	**Cyber Crimes and Consumer Protection in Cyberspace**	08	100 (70 / 30)
CYL-105	**Viva-voce**	04	100
Note : Study Material only reference book			

P.G. Diploma in Journalism & Mass Communication

PGDJMC-12

Credits-32

पत्रकारिता एवं जनसंचार में स्नातकोत्तर डिप्लोमा

PROGRAMME STRUCTURE			
Course	**Course Name**	**Credits**	**Total Marks**

Code			(Th. /Assign.)
	SEMESTER I		
JMC-01	History of Journalism & Contemporary Perspective (पत्रकारिता का इतिहास एवं समसामयिक परिप्रेक्ष्य)	04	100 (70 / 30)
JMC-02	Communication : Principles, Process, Concept & Model (संचार: सिद्धांत, प्रक्रिया, अवधारणा तथा मॉडल)	04	100 (70 / 30)
JMC-03	Indian Press Laws and Salient Features of Indian Constitution (भारतीय प्रेस कानून और भारतीय संविधान की विशेषताएँ)	04	100 (70 / 30)
JMC-04	News: Definition, Concept and Reporting (समाचार: अर्थ, अवधारणा और रिपोर्टिंग)	04	100 (70 / 30)
	SEMESTER II		
JMC-05	Editing, Printing & Production (संपादन, मुद्रण एवं निर्माण)	04	100 (70 / 30)
JMC-06	Advertising and Public Relations (विज्ञापन और जनसंपर्क)	04	100 (70 / 30)
JMC-07	Broadcast and New Media (T.V., Radio, Film & Cyber Media) (ब्रॉडकास्ट एवं न्यू मीडिया (टीवी, रेडियो, फिल्म व साइबर मीडिया)	04	100 (70 / 30)
JMC-08	Project Report (for working Journalists)/ One month's Internship in a Reputed Media Organization (for non-journalists) & Viva-Voce (प्रोजेक्ट रिपोर्ट (कार्यरत पत्रकारों के लिए) / किसी प्रख्यात मीडिया संस्थान में एक महीने का व्यावहारिक प्रशिक्षण एवं मौखिक परीक्षा (गैर पत्रकारों के लिए)	04	100

P.G. Diploma in Broadcast Journalism and New Media
ब्रॉडकास्ट जर्नलिज्म एवं न्यूमीडिया में स्नातकोत्तर डिप्लोमा

PGDBJ-12
Credits-32

Course Code	Course Name	Credits	Total Marks (Th. /Assign.)
	SEMESTER I		
BJNM-101	Communication : Principles, Process, Concept amd Models (संचार: सिद्धांत, प्रक्रिया,अवधारणा एवं मॉडल)	04	100 (70 / 30)
BJNM-102	Introduction of Broadcast Journalism (प्रसारण पत्रकारिता: एक परिचय)	04	100 (70 / 30)
BJNM-103	Introduction to New Media (न्यूमीडिया: एक परिचय)	04	100 (70 / 30)
BJNM-104	Writing for Various Media (विभिन्न मीडिया विधाओं में लेखन)	04	100 (70 / 30)
	SEMESTER II		
BJNM-201	Radio Journalism (रेडियो पत्रकारिता)	04	100 (70 / 30)
BJNM-202	Television Journalism (टेलीविजन पत्रकारिता)	04	100 (70 / 30)
BJNM-203	Web Journalism (वेब पत्रकारिता)	04	100 (70 / 30)
BJNM-204	Project Report/Viva-Voce (प्रोजेक्ट रिपोर्ट/ मौखिकी)	04	100

P.G. Diploma in Advertising and Public Relations
विज्ञापन एवं जनसंपर्क में स्नातकोत्तर डिप्लोमा

PGDAPR-12
Credits-32

Course Code	Course Name	Credits	Total Marks (Th. /Assign.)
	SEMESTER I		
APR-101	Communication : Principles, Process and Models (संचार: अर्थ, सिद्धांत एवं मॉडल)	04	100 (70 / 30)
APR-102	Introduction to Advertising & Public Relations (विज्ञापन और जनसंपर्क : एक परिचय)	04	100 (70 / 30)
APR-103	Public Relations: Principles and objectives (जनसंपर्क के सिद्धांत और उद्देश्य)	04	100 (70 / 30)
APR-104	Brand management and Strategy in advertising (विज्ञापन में ब्रांड प्रबंधन और रणनीति)	04	100 (70 / 30)
	SEMESTER II		
APR-201	Strategic Public Relations and Management (रणनीतिक जन संपर्क एवं प्रबंधन)	04	100 (70 / 30)
APR-202	Corporate Communication (कारपोरेट कम्यूनिकेशन)	04	100 (70 / 30)
APR-203	Tools of Advertising & Public Relations (विज्ञापन और जनसंपर्क के तौर-तरीके)	04	100 (70 / 30)
APR-204	Project Report / Viva-Voce (प्रोजेक्ट रिपोर्ट/मौखिकी)	04	100

Internship: Learners who want to do internship will have to take prior permission from the Director of the School.
व्यवहारिक प्रशिक्षण: मीडिया संस्थानों में व्यवहारिक प्रशिक्षण लेने के इच्छुक शिक्षार्थियों को विद्याशाखा के निकदेशक से पूर्वानुमति लेनी होगी।