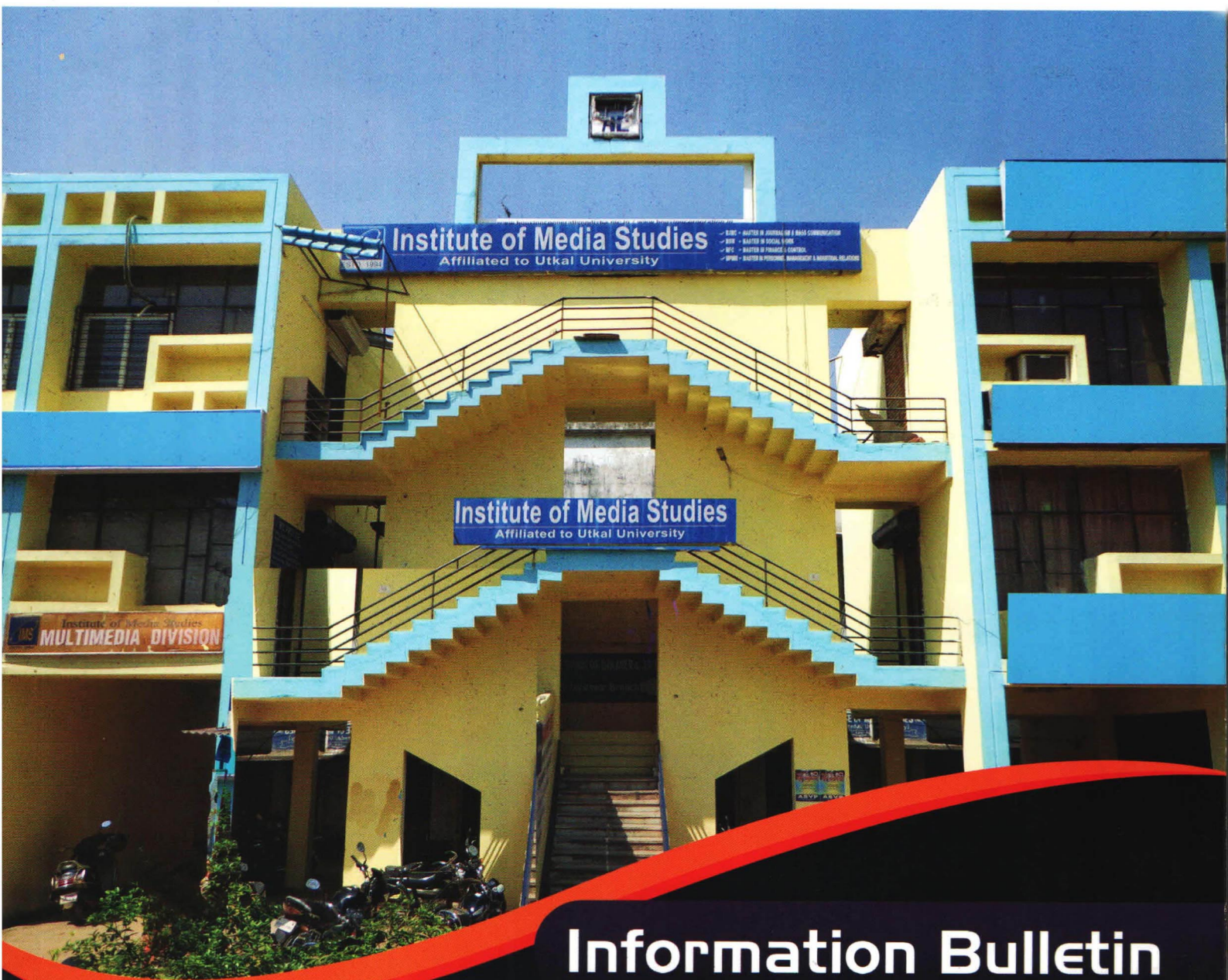


Institute of Media Studies  
.... since 1994

# Institute of Media Studies

Affiliated to Utkal University, Odisha



## Information Bulletin

*Behind every great career,  
There is a solid foundation*



IMS-Bhubaneswar



IMS-Bhubaneswar



imsbhubaneswar

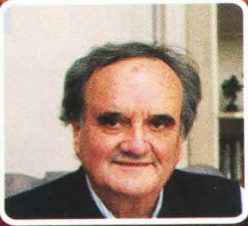


9937405888



[www.imsorissa.org.in](http://www.imsorissa.org.in)

# APPRECIATIONS AND INSPIRATIONS

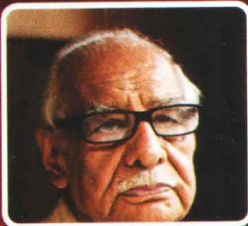
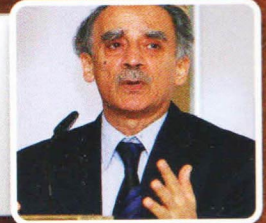


*"It is great to know that Institute of Media Studies (IMS) is cradling the national media and multiple developmental actions."*

- Mark Tully  
Former Bureau Chief of BBC, New Delhi

*"I am glad to find an excellent intellectual ambiance at IMS."*

- Arun Shouri  
Eminent Journalist and Author



*"IMS comes across as an institute of verve and vitality. I am convinced it will succeed in its mission."*

- Kuldip Nayar  
Noted Journalist and Columnist

*It was a great time I spent during my visit to IMS which has a positive campus environment*

-Prof. BP Sanjay,  
Pro Vice-Chancellor, University of Hyderabad

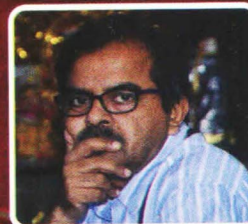
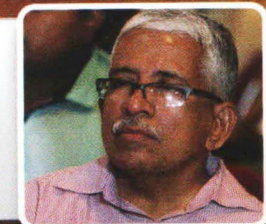


*The leading media academic institute of Odisha will be the torchbearer in professional education and research*

-Dr. Sunil Kanta Behera,  
Professor of Eminence, Tezpur Central University

*Glad to see that the IMS has become a catalyst of social change with favourable ambience for academic pursuits*

-Dr. Ravindran Gopalan,  
Professor and Head, JMC Dept., Madras University

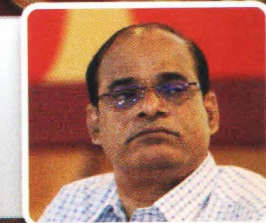


*Ideal place for holistic personality development of students through academic vibrancy*

-Dr. Sisir Basu,  
Professor and Head, JMC Dept., Banaras Hindu University

*The institute where potentials are harnessed, skills are developed, confidence is built and dreams are realized.*

-Prof. DVR Murthy,  
Chairman, JMC Dept, Andhra University



# INFORMATION BULLETIN



## Institute of Media Studies

**(Affiliated to Utkal University)**  
**OCHC Complex, Kharvel Nagar, Janpath, Unit-3,**  
**Bhubaneswar - 751001**

Phone: 0674 2394312  
WhatsApp: 9937405888

Admission Helpline: 9040034312

E-mail: [admissionimsodisha@gmail.com](mailto:admissionimsodisha@gmail.com) or [imsodisha@gmail.com](mailto:imsodisha@gmail.com)

Website: [www.imsorissa.org.in](http://www.imsorissa.org.in)

## FOREWORD

In today's world of liberalization, economic growth with social justice and human face is given top priority. In the Indian context, holistic and sustainable development of the rural populace is the crying need of the hour.

An empowered media with well-trained and motivated media and mass communication personnel can intensify the development process. An army of social work agents with professional expertise and dedication can implement developmental interventions. Skilled and efficient managers, computer professionals and administrators can facilitate the pace of progress of the nation.



Institute of Media Studies (IMS) is pledged to realize this mission of producing the critical thinkers and manpower through its academic programmes and other extension activities viz. study, research, innovation etc.

What we require today is the building up of critical human resources – skilled, committed and professional – that will carry out the task of the multisectoral and multi-dimensional development in these fast changing times.

IMS is wedded to the ideals of producing committed media personnel, social change agents and catalysts by providing a positive, favorable ambience for academic pursuits and applied developmental study and research in the relevant fields.

These are exciting times and we must seize the opportunity to create a platform where the throbbing, enthusiastic youth can jointly dream of a transformed society and get groomed to see the dream come true through individual and collective action - in a spirit of enlightened, humane professionalism.

IMS has provided the opportunity for the dedicated boys and girls to directly participate in nation-building by pursuing careers in social work and rural development, mass communication and management studies.

**Prof. Upendra Padhi**  
**Director**

## CONTENTS

### PART – A: ABOUT THE INSTITUTE

- THE INSTITUTE
- VISION & MISSION
- LEGAL ENTITY AND RECOGNITION
- MANAGEMENT
- INFRASTRUCTURE
- ACADEMIC LEARNING & PEDAGOGY
- FACILITIES
- SUPPORTIVE PROGRAMME
- FACULTY

### PART – B: ACADEMIC PROGRAMMES

1. TWO-YEAR MASTER DEGREE IN JOURNALISM AND MASS COMMUNICATION (**MJMC**)
2. TWO-YEAR MASTER DEGREE IN SOCIAL WORK (**MSW**)
3. TWO-YEAR MASTER DEGREE IN FINANCE AND CONTROL (**M.COM F&C**)
4. TWO-YEAR MASTER DEGREE IN PERSONNEL MANAGEMENT AND INDUSTRIAL RELATIONS (**MPMIR**)

### PART – C: STUDENTS' MANUAL

- LIBRARY
- NSS
- YOUTH RED CROSS
- RAGGING: PROHIBITION & PREVENTION
- HOSTEL
- INTIMATION LETTER
- IDENTITY CARD
- ATTENDANCE
- PRACTICAL TRAINING
- DISSERTATION
- DISCIPLINE
- TRAINING AND PLACEMENT CELL
- FOR STUDENTS' CARE AND FACILITY
- FEES & DUES

## PART – A : ABOUT THE INSTITUTE

Institute of Media Studies, popularly known as IMS, was founded in 1994 by an inspired group of eminent intellectuals and journalists of Odisha with support and encouragement from the State Government. The Institute is affiliated to Utkal University and recognized by the Government of Odisha.

Over these years, IMS has been committed to excellence in higher education foraying into diversified disciplines of learning. It has steadily evolved into a world class academic institution recognized for the experiential learning it offers, the competent and compassionate faculty, the stellar media laboratories, academic vibrancy and cosmopolitan culture. Since its inception, it has been producing trained media, social, financial and industrial professionals while the institute has blossomed into a center of excellence in media studies as well as in social and management studies. At present, it offers four courses - MJMC, MSW, M.Com (Financial & Control) and MPMIR.

### VISION

- To achieve academic excellence.
- To uphold moral values of the society.
- To inculcate a service of social justice.
- To become a national leader in higher education

### MISSION

- To impart futuristic and comprehensive education of global standards with a high sense of discipline and social relevance in a serene and invigorating environment.
- Creating the best possible multi-dimensional academic ambience and harnessing all the resources at our disposal to make this seat of learning a center of excellence.
- Adding value to human self by producing skilled, competent young professionals wedded to the ideals of professionalism with a human face and justice.
- Ensure the steady supply of highly trained skilled and professionally competent media personnel to the different media houses both inside and outside of the state.

### MOTTO

To achieve global standards and excellence in Teaching, Research and Consultancy by creating an environment in which the faculty and students share a passion for creating, sharing and applying knowledge to continuously improve the quality of education.

### LEGAL ENTITY AND RECOGNITION

- 1) The Institute is affiliated to Utkal University, Vani Vihar, Bhubaneswar and the syllabus is approved by Utkal University with UGC guidelines.
- 2) Centre For Rural Development (CRD), a constituent unit of IMS for policy research and action, has been empanelled as a consultant to:
  - (i) National Afforestation and Eco-development Board, Ministry of Environment and Forest, Govt. of India, New Delhi.
  - (ii) Department of Planning and Co-ordination, Govt. of Odisha, Bhubaneswar, Panchayati Raj, Rural Development, Women and Child Development Dept., Govt. of Odisha, and OPEPA.
  - (iii) Planning Commission, MoPR, W&CD, Govt of India.

## MANAGEMENT

The Institute is managed by a Governing Body and Advisory Board consisting of reputed academicians, media experts and exponents of corporate and social sectors. In every matter, the decision of the management stands final and decisions taken in the management relating to academic activities of the Institute are transparent to the public.

The Governing Body of the Institute is directly responsible for decision making and implementing the academic policies of the university as UGC guidelines. The Advisory Board accords top priority to value addition for the quality assurance of the activities and also stimulates new dimension of academia process.

## INFRASTRUCTURE

- Well-furnished classrooms and conference hall
- Well-set up library facility with a large no. of books, journals, periodicals, magazines and newspapers
- Multi-media computer lab
- Wi-fi campus
- Separate hostel facilities for both boys and girls

## ACADEMIC LEARNING & PEDAGOGY

### Team learning

Learning starts with the formation of study-groups of the students for the duration of their stay on the campus. The groups are self-formed by the students on the basis of chemistry of social life, culture, academic background and work experience. Students share ideas, thoughts, culture and personal experience. This enriches and enhances the learning process.

### Sharing of Industry Experience

IMS gives high priority to inviting industry mentors for making education more relevant.

### Class Room Guidance by Experts

The class room guidance with the combination of directions from tenured professors and external industry experts, prepares a candidate on the fundamentals and industry practices simultaneously.

The teaching pedagogy is a mix of lecture and case-method with high focus on self-learning, collaborative and participatory learning and practice. Simulation, management games, role play and other teaching techniques are used in the classroom for greater effectiveness. Teaching of each subject is carried out according to the detailed course plan designed in accordance with the syllabus. Each course comprises case study analysis, assignment, presentation, working exercises, quizzes and group discussion on current issues. Current affairs, general awareness and ethical practices are embedded in all modules. The evaluation is based on continuous internal assessment and term-end examination.

## FACILITIES

- Experienced, highly qualified and student-friendly faculties
- Well-equipped classrooms with modern teaching aids like LCD and overhead projectors, audio-visual systems etc.
- Well-stocked and updated library with relevant study materials

- Well-furnished computer lab with the latest software including internet facility
- Career development and guidance programmes for students
- Hostel accommodation
- Workshops, seminars, conferences, conclave, awareness campaigns conducted regularly for students' exposure
- Other co-curricular activities like music, drama, debating, quiz competitions, etc. organized in regular interval
- Scholarship under **PRERANA** scheme of the State Government

### SUPPORTIVE PROGRAMMES

IMS has developed some very essential and innovative study and training modules for enhancing the students' intellectual, mental and emotional quotient and for their over-all personality development.

- Communicative English
- Skill Development and capacity building
- Public Speaking
- Advanced computer training
- Leadership building
- Personality development
- Report writing, project formulation and management

### FACULTY

The Institute has highly qualified, experienced, committed and student-friendly faculties for respective academic programmes. Besides, the renowned guest and visiting faculties share their rich experiences on industries and latest updates to the students. It helps them to enhance their intelligent quotient to excel in their career.

## PART – B : ACADEMIC PROGRAMMES

The Institute offers the following courses affiliated to Utkal University, Bhubaneswar duly recognized by Government of Odisha. IMS has three major departments and the courses offered under various departments are as follows:

### 1. DEPARTMENT OF JOURNALISM & MASS COMMUNICATION

#### **Master in Journalism & Mass Communication (MJMC)**

Duration: 2 years | Mode: Full Time Regular | Course Fee: Rs.54,000/-

### 2. DEPARTMENT OF SOCIAL WORK

#### **Master in Social Work (MSW)**

Duration: 2 years | Mode: Full Time Regular | Course Fee: Rs.60,000/-

### 3. DEPARTMENT OF MANAGEMENT

#### **3.1. Master in Commerce in Finance and Control (M.COM F&C)**

Duration: 2 years | Mode: Full Time Regular | Course Fee: Rs.60,000/-

#### **3.2. Master in Personnel Management & Industrial Relations (MPMIR)**

Duration: 2 years | Mode: Full Time Regular | Course Fee: Rs.60,000/-

## ELIGIBILITY

The minimum qualifications for admission to the above programmes are as follows:

- Graduates in any discipline with 45% of marks from a recognized university can apply for admission in MJMC course.
- Graduates from any discipline with 50% of marks for general and 45% of marks for SC/ST from a recognized university can apply for the admission in MSW, M.Com (FC) and MAPMIR courses.
- Students having NSS / Red Cross / Scout and Guide service experience are given preference for admission into MSW.
- Candidates for the above courses will be admitted through an entrance test, group discussion, personal interview and career scores taken together conducted by the Institute. However, candidates having one year working experience can be given admission without appearing the admission test.

## HOW TO APPLY FOR ADMISSION

The Prospectus along with the application form will be available either by paying Rs.250/- by DD in favour of “**Institute of Media Studies**”, payable at Bhubaneswar or by paying Rs.200/- by cash during the office hour in all working days from 10:00 A.M. to 4.30 P.M.

The application form duly filled up along with required documents should be submitted to the **Administrative Officer, Institute of Media Studies, Odisha Cooperative Housing Corporation Complex, Unit-III, Kharvela Nagar, Bhubaneswar – 751001.**

The last date for receiving of the complete application form along with the relevant documents is within 30 days from the date of advertisement. It is the applicant's responsibility to ensure that the application form is complete in all respects, and is accompanied by the required documents.

### Required Documents

- Photocopies of all certificates along with mark sheets of the qualifying examinations
- Photocopy of College Leaving Certificate (CLC) last attended
- Photocopy of Conduct Certificate
- Photocopy of certificate in support of claim for Reservation
- Photocopy of University Registration Number
- 4 passport size and 1 stamp size photographs
- 2 self-addressed stamped envelopes

***N.B.: Submit the original CLC and Conduct Certificate during admission.***

*Graduation Final Year students awaiting the declaration of results can apply to appear Admission Test and can also be considered for Admission. However, they have to submit the relevant supportive documents from their respective Institutes.*

## RESERVATION OF SEATS

At least 12% of available seats are reserved for ST, 8% for SC and 2% for working executives who meet the admission requirements set by the Institute. If the required numbers of applicants are not available in the reserved category, the seats will be open to all applicants.

## ORIENTATION PROGRAMME FOR FRESHERS

Before the beginning of the first academic session, the Institute organises an orientation programme for the freshers to give an understanding of objectives of the Institute. Its objectives of the programme are as follows;

- To familiarize students with the campus environment and facilities
- To create an atmosphere that minimizes anxiety, promotes positive attitudes and stimulates an excitement for learning.
- To provide a welcoming atmosphere for students to meet faculty, staff and continuing students
- To provide comprehensive information about the academic and student service resources and programs.
- Students will be introduced to college services that will support their educational and personal goals.

***N.B.: Attendance at the orientation programme is mandatory for all freshers.***

## 1. DEPARTMENT OF JOURNALISM & MASS COMMUNICATION

Mass media now plays a significant role in initiating and accelerating the process of modernization. Mass communication denotes message transfer through such mass media as newspapers, magazines, film, radio, television and internet. On this backdrop, the Institute has been established with the twin objectives of grooming skilled and professional young media persons for different forms of communication and conducting media-related study and research.

**Duration:** 2 years

**Mode:** Full Time Regular

**Course Fee:** Rs.54,000/- to be paid by the students in four installments

### COURSE STRUCTURE

Master in Journalism & Mass Communication (MJMC) is a two-year full time post-graduate degree course and it follows Choice Based Credit System (CBCS) examination pattern. A graduate in any discipline is eligible to apply for admission. Selection for admission is made on the basis of performance in written test, group discussion (GD) and personal interview (PI) and career scores taken together.

### SEMESTER – I

Code	Course Name	Marks	Credit	Category
MJMC-101	Basic Principles of Communication	100	4	A
MJMC-102	Origin and Development of Mass Media	100	4	A
MJMC-103	Indian Govt. & Politics	100	4	A
MJMC-104	Reporting & Editing	100	4	A
MJMC-105	Indian Economy and Economic Reporting	100	4	A
Total		500	20	

## SEMESTER – II

Code	Course Name	Marks	Credit	Category
MJMC-201	Development Communication	100	4	<b>A</b>
MJMC-202	Media Laws and Ethics	100	4	<b>A</b>
MJMC-203	Media and Society	100	4	<b>A/C/D</b>
MJMC-204	Electronic Media (Radio & TV )	100	4	<b>B/C/D</b>
MJMC-205	Professional Writing (Practical)	100	4	<b>A</b>
Total		500	20	

## THIRD SEMESTER – III

Code	Course Name	Marks	Credit	Category
MJMC-301	Media Management	100	4	<b>A</b>
MJMC-302	Communication Research	100	4	<b>A</b>
MJMC-303	Visual Communication	100	4	<b>B/C/D</b>
MJMC-303A	International Communications	100		
MJMC-303B	Rural Communication	100		
MJMC-304	New Media Technology and Applications	100	4	<b>A</b>
MJMC-305	Internship	100	4	<b>A</b>
Total		<b>500</b>	<b>20</b>	

## FOURTH SEMESTER – IV

Code	Course Name	Marks	Credit	Category
MJMC-401	Public Relations	100	4	<b>A</b>
MJMC-402	Media and Human Rights	100	4	<b>A</b>
MJMC-403	Printing technology, Layout & Design	100	4	<b>A</b>
MJMC-404	Advertising	100	4	<b>A</b>
MJMC-405	Project Report (Dissertation) (Report -75, Presentation and Viva Voce -25)	100	6	<b>A</b>
Total		500	<b>22</b>	

Category: A- Core, B- Elective, C-Open to Allied Subjects, D-Open to All

## COURSE SPECIALITY

- This course is designed to lay a foundation for students and give them the beginnings of a toolkit of conceptual and practical skills in mass communication. We strive to develop a range of skills that includes research, writing, editing and presentation for news and strategic communication in print, audio and online.
- This combined lecture/discussion course introduces students to the interlinked entertainment, strategic communication, and journalism aspects of the mass media, and to the broad theoretical, historical, and critical perspectives that mass communication scholars use to understand and analyze these media processes.
- Seminars and Workshops: The Institutes organizes several seminars and workshops on burning issues of the society and media's intervention which ignites the young minds of future journalists of the country. The students have to attend all seminars and submit its reports.

- **Internship and Practical Training:** The students are required to spend eight weeks as internship in any media house for practical training at their own cost in different spells. They will have to be attached to different newspapers, Government and non-government organizations both inside and outside the state and are to submit a report on completion of their assignments.
- **Dissertation:** In the fourth semester, students are required to conduct a research on any topic of their own and submit a report. This apart, they have to prepare and present the findings of the study in PPT format.

## PLACEMENT PROSPECTS

Graduates of Journalism and Mass Communication work in a variety of fields in traditional news media and publishing, advertising, public relations and research institutes. Following are the various job profiles offered to graduates in mass communication:

- |                            |                                     |
|----------------------------|-------------------------------------|
| • Journalist/News reporter | • Radio Jockey                      |
| • Photo Journalist         | • Public Relations Officer (PRO)    |
| • News Presenter/Anchor    | • Social Communicator               |
| • TV/Radio Correspondent   | • Content Writer                    |
| • Sub-Editor/Copy Editor   | • Research Associate                |
| • Programme Producer       | • Information Officer in Government |

Ample scope in print and electronic media like Samaj, Sambad, Samay, Dharitri, Prameya, Nitidina, Pragativadi, The Pioneer, The New Indian Express, The OrissaPost, OTV, ETV, Zee Kalinga, News7, Kanak News, Naxtara News, DD Odia, MBC TV, Kalinga TV, AIR, Radio Choklate, Red FM, Big FM etc. and online news portals like OrissaDiary, Reporters Today, Odisha Reporters, OmmComNews etc. Besides, opportunities are available in development, advertisement, corporate and government sectors.

## OUR APPROACH

- The classroom guidance with the combination of directions from tenured professors and external industry experts, prepares a candidate on the fundamentals and industry practices simultaneously.
- The teaching pedagogy is a mix of lecture and case-method with high focus on self-learning, collaborative and participatory learning and practice. Simulation, management games, role play and other teaching techniques are used in the classroom for greater effectiveness.
- Teaching of each subject is carried out according to the detailed course plan designed in accordance with the syllabus. Each course comprises case study analysis, assignment, presentation, working exercises, quizzes and group discussion on current issues. Current affairs, general awareness and ethical practices are embedded in all modules.
- The evaluation is based on continuous internal assessment and term-end examination.

## PARTNERSHIP AND LINKAGES

The Institute has number of partners including print and media organizations and research institutes where students pursue their practical training. It promotes collaboration and partnership with other institutions of higher learning, corporate bodies and other relevant organizations.

## 2. DEPARTMENT OF SOCIAL WORK

Centre for Rural Development (CRD), an autonomous and not-for-profit Institute set up under the aegis of Institute of Media Studies (IMS), Bhubaneswar, is a Developmental Academic Center of proven standard and repute. It is registered under Societies Registration Act, 1860.

CRD, wedded to the ideal of fostering sustainable development in all spheres, offers a unique model of education that is innovative, intensive and comprehensive a fine blending of the best teaching methods available in the best of the developmental academic Institutes anywhere in the world. The Centre offers following academic programme.

**Duration:** 2 years

**Mode:** Full Time Regular

**Course Fee:** Rs.60,000/- to be paid by the students in four installments

### COURSE STRUCTURE

Master in Social Work (MSW) is a two-year full time post graduate degree course. Graduates from any discipline with 50% marks in aggregate (45% in case of SC/ST/OBC candidates) are eligible to apply for admission. Selection for admission is made on the basis of the performance in written test and interviews and career scores taken together.

#### FIRST YEAR

(Choice Based Credit System)

#### SEMESTER – I

Paper	Course Code	Course Title	Credit	Total Instruction/ Practice Hours	Marks Dept + Univ.
01	SWFC – 01	Foundations of Social Work: History, Philosophy and Values of Social Work	4	60	30+70=100
02	SWFC – 02	Social Science Concepts I: Social Structure, Social Institutions and Social Change	4	60	30+70=100
03	SWFC – 03	Social Science Concepts II: Introduction to Political Economy	4	60	30+70=100
04	SWFC – 04	Social Science Concepts III: Psychology for Social Work	4	60	30+70=100
05	SWFC – 05	Working with Individuals and Groups	2	30	50
06	SWFC – 06	Orientation Programme and Observation Visits -Method Workshops -Seminars -Concurrent Field Work	6 (1+1+4)	10+10+40	100+50=150
<b>TOTAL</b>			<b>24</b>	<b>330</b>	<b>600</b>

## SEMESTER – II

Paper	Course Code	Course Title	Credit	Total Instruction/ Practice Hours	Marks Dept + Univ.
07	SWCP– 01	Community Work , Social Action and Social Change	4	60	30+70=100
08	SWCP - 02	Social Mobilization, Social Movements and Social Transformation	4	60	30+70=100
09	SWCP - 03	Social Policy Analysis	4	60	30+70=100
10	SWCP - 04	Development approach in Social Work Practice	4	60	30+70=100
11	SWCP - 05	Gender in Social Work Practice	2	30	50
12	SWCP - 06	Concurrent Field Work + Rural Camp	6 (4+2)	100	100+50=150
<b>TOTAL</b>			<b>24</b>	<b>370</b>	<b>600</b>

## SECOND YEAR

### SEMESTER – III

Paper	Course Code	Course Title	Credit	Total Instruction /Practice Hours	Marks Dept + Univ.
13	SWCP – 07	Social Work Research Methods Workshops: 1. Qualitative and Quantitative Methodology 2. Writing Workshop -Creative and Academic [Research Proposal]	4	60	30+70=100
14	SWCP – 08	Social Work Practice with SC, ST, OBC & Minorities	4	60	30+70=100
15	SWCP – 09	Human Rights Approach to Social Work Practice	4	60	30+70=100
16	SWCP – 10	Climate Change and DRR Approach to Social Work Practice	4	60	30+70=100
17	SWCP – 11	Agrarian Social Work	2	30	15+35=50
18	SWEP – 01	Natural Resource Governance and Sustainability	2	30	15+35=50
	SWEP – 02	Counseling Skills in Social Work			
	SWEP – 03	Social Work with Children and Families			
	SWEP – 04	Social Work with the Elderly			
	(Any One)				
19	SWCP – 12	Concurrent Field Work + Project Work	6 (4+2)	100	100+50=150
<b>TOTAL</b>			<b>26</b>	<b>400</b>	<b>650</b>

## SEMESTER – IV

Paper	Course Code	Course Title	Credit	Total Instruction/ Practice Hours	Marks Dept + Univ.
20	SWCP - 13	Development Communication Workshops: Data Visualization Creative Communication [Audio-Video, New Media folk media]	4	60	30+70=100
21	SWCP - 14	Social Welfare Management Workshops :Project Planning Proposal Writing	4	60	30+70=100
22	SWCP - 15	Management of Community Based Organizations Workshops : Social Innovation and Marketing Finance and Accounting	4	60	30+70=100
23	SWCP - 16	Dissertation: Research Project	4	60	50+50=100
24	SWCP - 17	Preventive and Community Health	2	30	15+35=50
25	SWEP – 05 SWEP – 06  SWEP – 07 SWEP – 08 (Any One)	Microfinance and Financial Inclusion New Media Management for Social Workers Social Work Practice in Mental Health Substance Abuse Prevention and Rehabilitation of Persons with Addictions	2	30	15+35=50
26	SWCP - 18	Concurrent Field Work+ Block Placement	6 (4+2)	100	100+50=150
		<b>TOTAL</b>	<b>26</b>	<b>400</b>	<b>650</b>

## SCOPE AND OPPORTUNITY

Social work is a crucial task in the developing world. The broad spectrum of social work in today's globalised world offers career prospects for young, enthusiastic individuals in diverse fields in government, non-government and corporate sectors.

Community development and related areas of work in developing societies like India offer several traditional and new fields of work including adult literacy, sanitation and hygiene, food and nutrition, community empowerment, media management and awareness generation. Opportunities to work in development communication have increased manifold in the last decade with the explosion of information technologies. Social workers specializing in personnel management, labour welfare, industrial relation and human resource development have now become an integral part of industries and commercial organizations. Thus, the students of social work do have employment opportunities in all these sectors.

We believe in creating productive workforce for the over-all development of the society. Integrating professionalism with human commitment is our cherished goal.

## PARTNERSHIP & LINKAGES

- Liaisons with Various govt. and non-government agencies.
- Networks with non-government organizations in voluntary sector, community based organizations and civil society organizations. Such as SANSRISTI, HDF, AAINA, PECUC, SOCH, SWABHIMAN, SMRC, WORLD VISION etc.
- Linkages by developing partnership with International Development Agencies and Development organizations at the community/grassroots level.

- Project management support services to NGOs and Development agencies.
- Functioning as a resource base for research documentation and information sharing in the area of population, environment, health, social justice and economy.

## OUR APPROACH

IMS strives to impart education with a mission so as to enable the students to play a critical role in the development of the society and people's empowerment. To achieve this cherished goal, we have constantly been adopting novel and innovative methods for creating the right orientation and motivation in our students for the task.

Proper alignment and co-ordination between the classroom teachings and field application is given topmost emphasis. Regular field visits and exposure to the life-situations at the grassroots are undertaken to enable the students to develop the aptitude, temperament and understanding and to prepare them to work as social change agents after the completion of their courses.

## COURSE SPECIALITY

- Orientation Programme: Before the beginning of the first academic session, IMS organizes an orientation programme to acquaint the freshers with the course curriculum, concept of social work and sustainable rural development and other motivation exercises.
- Classroom Transactions/Seminars/Workshops: Classroom teaching is conducted for four days a week. Workshops, seminars and extra-mural lectures by experts are conducted as part of the teaching-learning programmes.
- Field Work: Field Work is essential for grooming the social work students in the right earnest. It reinforces the skills and capabilities of the students to undertake field applications of their knowledge and techniques. There are two patterns of field work:
- Concurrent Field Work: It is a whole year programme. Students are required to visit 10 organisations (govt. and non-govt.) in the first semester. Students also placed in slums/villages in both first and second semester & welfare organizations third and fourth semester twice a week for a period of 150 hours.
- Rural Camp: Every year the students of the second semester organize a rural camp for ten days in some remote and interior places of Odisha. The core objective of the rural camp is to expose the students to rural life situations and motivate them for undertaking developmental actions at the grassroots with the required skills, understanding and expertise.
- Block Field Work: Before the fourth semester examinations, Students are placed in Development agencies/NGOs for a period of 25 days for enabling them to learn, practice and imbibe social work techniques, methods and attitudes.
- Project Work/Dissertation: The students of fourth semester have to undertake a micro research study and submit a dissertation before he/she is allowed to fill up forms for university examination.

## PLACEMENT PROSPECTS

There are now wide avenues for satisfying employment of successful social work students. In fact, the job opportunities for trained social workers are growing every year in today's world of globalisation and liberalization and the salary package is very high. Some of the NGOs and INGOs where social workers are recruited are: GRAM VIKAS, UNDP, UNICEF, WHO, ACTION AID, CARE, OXFAM, CRY, CAPART, PRADN.

## 3. DEPARTMENT OF MANAGEMENT

### 3.1. MASTER IN COMMERCE (FINANCIAL CONTROL)

Master in Commerce (Financial Control) is a two-year full time Postgraduate Degree Programme focusing primarily on finance. The two-year programme of MFC consists of 32 Papers out of which 30 are theory papers and two are practice project papers, spread over four semesters. Any graduate with 50% marks in aggregate (45% in case of SC and ST) is eligible to apply for the admission. Selection is made on the basis of the performance in entrance test, personal interview and career scores taken together.

**Duration:** 2 years

**Mode:** Full Time Regular

**Course Fee:** Rs.60,000/- to be paid by the students in four installments

### COURSE STRUCTURE

#### SEMESTER-I

PAPERS	NAME	CREDITS
1.1	Management Concept & Organisational Behaviour (MCOB)	4
1.2	Economic Analysis for Decision Making (EADM)	4
1.3	Financial Accounting (FA)	4
1.4	Quantitative Techniques for Management (QTM)	4
1.5	Marketing Management (MM)	4
1.6	Financial Management (FM)	4
1.7	Business and Financial Environment (BFE)	4
1.8	Financial Markets and Instruments (FMI)	4

#### SEMESTER-II

PAPERS	NAME	CREDITS
2.1	Management of Financial Institutions (MFI)	4
2.2	Accounting for Managerial Decisions (AMD)	4
2.3	Risk and Insurance Management (RIM)	4
2.4	Investment Analysis & Equity Research (IAER)	4
2.5	Merchant Banking and Financial Services (MBFS)	4
2.6	International Business (IB)	4
2.7	Mutual Fund & Portfolio Management (MFPM)	4
2.8	Research Methodology & Business Communication (RMBC)	4

## SEMESTER – III

PAPERS	NAME	CREDITS
3.1	Financial Derivatives & Risk Management (FDRM)	4
3.2	International Finance (IF)	4
3.3	I.T. for Managers (ITM)	4
3.4	Strategic Management (SM)	4
3.5	Tax Planning & Management (TPM)	4
3.6	Services Marketing (SM)	4
3.7	Corporate Restructuring & Financial Engineering (CRFE)	4
3.8	Training Report	4

## SEMESTER – IV

PAPERS	NAME	CREDITS
4.1	Strategic Financial Management (SFM)	4
4.2	Corporate Governance and Business Ethics (CGBE)	4
4.3	Commodity Markets and Futures (CMF)	4
4.4	Retail Management (RM)	4
4.5	Business & Corporate Law (BCL)	4
4.6	Accounting Standards & Corporate Reporting (ASCR)	4
4.7	Entrepreneurship & Small Business Management (ESBM)	4
4.8	Final Project and Viva Voce	4

### 3.2. MASTER IN PERSONNEL MANAGEMENT & INDUSTRIAL RELATIONS

Master in Personnel Management and Industrial Relations (PMIR) is a two-year full time Postgraduate Degree Programme focusing primarily on finance. The two-year programme of PMIR consists of 24 Papers out of which 22 are theory papers and two are practice project papers, spread over four semesters. Any graduate with 50% marks in aggregate (45% in case of SC and ST) is eligible to apply for the admission. Selection is made on the basis of the performance in entrance test, personal interview and career scores taken together.

**Duration:** 2 years

**Mode:** Full Time Regular

**Course Fee:** Rs.60,000/- to be paid by the students in four installments

## COURSE STRUCTURE

### SEMESTER – I

Paper	Name
<b>101.1</b>	General Management (GM)
<b>101.2</b>	Industrial Relation-I (IR)
<b>101.3</b>	Labour Legislation & Cases-I (LLC)
<b>101.4</b>	Industrial Economics (IE)
<b>101.5</b>	Social Research & Statistics (SRS)
<b>101.6</b>	Industrial Sociology & Psychology (ISP)

### SEMESTER – II

Paper	Name
<b>201.1</b>	Human Resources & Management-I (HRM)
<b>201.2</b>	Industrial Relation-II (IR)
<b>201.3</b>	Labour Legislation and Cases-II (LLC)
<b>201.4</b>	Labour & Managerial Economics (LME)
<b>201.5</b>	Management Information System & Computer Application (MISCA)
<b>201.6</b>	Summer Training & Presentation (STP)

### SEMESTER – III

Paper	Name
<b>301.1</b>	Human Resource Management-II (HRM)
<b>301.2</b>	Organizational Behaviour-I (OB)
<b>301.3</b>	Statistics and Computer Application (SCA)
<b>301.4</b>	Human Resource Development-I (HRD)
<b>301.5</b>	Basic of Financial and Marketing Management (BFMM)
<b>301.6</b>	Total Quality Management and Productivity Management (TQM&PM)

### SEMESTER – IV

Paper	Name
<b>401.1</b>	Organizational Behaviour-II (OB)
<b>401.2</b>	Human Resource Development-II (HRD)
<b>401.3</b>	Labour Administration and Social Security (LA&SS)
<b>401.4</b>	Business Environment and Strategic Management (BESM)
<b>401.5</b>	Semester Presentation, Comprehensive, Viva-Voce (SPCV)
<b>401.6</b>	Dissertation & Viva-Voce

## SCOPE AND OPPORTUNITY

Finance sector is quite strong and exhibits its competence as well as flexibility. Experience in accounting helps the aspirant to become much better versed with financial services. A commerce graduate can find job

opportunities in both the public and private sector. The Human Resource Management is a function that involves in the process of hiring of the workforce, providing development & training, maintaining workforce regulation, assessment of their performance, providing compensation & benefits, motivating, relation with labour, health, welfare and safety assessment.

Now-a-days, there are so many jobs in the field of Finance and HR, Finance Sectors like • Accounts Payable, • Accounts Receivable Manager • Budget Analyst, • Corporate Loan Accounts Officer, • Corporate Loan Collection Officer • Economist, • Finance Manager, • Financial Advisor, • Financial Analyst, etc .

HR Generalist: Staffing Director, Technical Recruiter, Compensation Manager, Employee Relations Manager, Employment or Placement Manager, Director of HR Training and Development, Organizational development and change consultant.

## OUR APPROACH

IMS strives to impart education with a mission so as to enable the students to play a critical role in the development of the Industrial sector.

Like other behavioural subjects, both the scenario of IR and factors affecting it are perceived differently by different behavioural practitioners and theorists. For example, while some perceive IR in terms of class conflict, others view it in terms of mutual co-operation, yet others understand it related to competing interests of various groups and so.

An understanding of these approaches to HR helps the human resource manager in devising an effective human resource strategy. Based on these perceptions, the behavioural theorists have developed some approaches to explain the IR dynamics.

To achieve this cherished goal, we have constantly been adopting novel and innovative methods for creating the right orientation and motivation in our students for the task.

## PARTNERSHIP & LINKAGES

The department makes liaison with various Government and non-government organizations, financial institutions, banks & corporations for better partnership and placement linkages. Building networks with corporate houses like NALCO, TATA STEEL, PARADEEP PORT TRUST, PPL, GRIDCO, HDFC, Axis, SBI, Indian Bank, etc helps students for career exposure.

## COURSE SPECIALITY

- Orientation Programme: Before the beginning of the first academic session, IMS organizes an orientation programme to acquaint the freshers with the course curriculum, concept of finance and HR and other motivation exercises.
- Classroom Transactions/Seminars/Workshops: Classroom teaching is conducted for six days a week. Seminars and extra-mural lectures by experts are conducted as part of the teaching-learning programmes.
- Summer training: Students are required to visit industries and prepare project report for a period of 60 days. It reinforces the skills and capabilities of the students to undertake practical applications of their knowledge and techniques.

- **Project Work/Dissertation:** A student has, each final year, to undertake a research study and submit a dissertation before he/she is allowed to fill up forms for university examination.

## PLACEMENT PROSPECTS

Management students have multiple opportunities for satisfying and high profitable employments in different corporate, industries and finance institutions. There are now wide avenues for satisfying employment of successful finance and HR students. In fact, the job opportunities for trained finance & HR students are growing every year in today's world of globalization and liberalization and the salary package is very high. Some of the corporate, industries and banks where finance and HR are recruited are: PPT, PPL, Karvy, HDFC, AXSI, Yes, IDBI, ICICI, etc. IMS takes care of providing suitable employment to the deserving students

## PART – C : STUDENTS' MANUAL

This chapter is a resource for students of the institute to help them have a better understanding of the academic activities and how to actively participate in it. Our objective is to contribute to our students' personal and professional growth, through the establishment of patterns and guidelines to facilitate interaction and development. The rules and procedures covered in this document are subject to change and updates at any time, with students being properly advised at all times. As a student at IMS, you are also responsible for understanding and agreeing to what is defined in this manual, as well as other official publications from the institution. These are as follows;

1. 75% attendance of the students in the classes is mandatory.
2. All practical assignments & home works should be submitted in due time and the students' attendance in the monthly class test is mandatory. The Progress and Performance reports will be sent to the parents/guardians.
3. Dress code is compulsory for all the students.  
Girls – Salwar Kurta  
Boys – Formal Shirt & Trousers
4. All students from each stream should cooperate with each other inside and outside the Institute and work together when required.
5. Students should reach the class on time, failing which they will not be allowed to sit in the class.
6. Students are forbidden to gossip or use cell phone in the library. They are required to take proper care of the books taken by them from the library. Any dereliction on the part of the students will be strictly dealt with.
7. There shall be two class representatives from each class (one boy and one girl) to look after the class matters.
8. There shall be two student representatives looking after the conduct of seminars and workshops (both in-house and special).
9. Students shall form groups to manage special days/events like pujas, picnics, excursions, study tours etc.
10. Students of all the departments are required to contribute articles/ write ups to the wall magazine and in-house journals.

## LIBRARY

Library division of Institute of Media Studies was set up in 1994 with an objective to cater the needs of staff, students and research scholars. The library has ample collection of documents and publications. Presently, library is having a number of books, journals, periodicals, magazines. The bulk of collection covers Journalism and Mass Communication, Social Work, management, PMIR, finance and computers with nine subscribed Journals & magazines.

Besides, the library has a good collection of archives section. The Library is one of the key resources for the budding managers, practicing professionals and faculties. From its inception, it has an enviable collection of text books, reference materials, electronic databases and professional journals from all over the world. Over the years, it has acquired other resource materials, such as, audio visuals, working papers, annual reports, and summer projects.

## Library-Automation

The Library division has set up an automated library system with the help of e-Granthalaya software developed by the National Informatics Centre (NIC), Government of India. The software provides all kinds of features required to automate the in-house activities as well as library services. Its collection comprises predominantly literature on Electronic media, Business- Management, Social work and the allied areas.

Resource development policies and services are mandated by Institute for teaching, Research and learning objectives. All housekeeping operations are automated using by NIC's e-Granthalaya.

Here a computerized system allows users to obtain coherent means of access to an organized, electronically stored repository of information at their workplace itself.

## Highlights

- 3600 Books
- 140 E-books
- 506 Bound Volumes of Periodicals
- 1450 CDs (projects and books)
- 120 case studies
- 210 working papers
- 07 Newspapers
- 09 journals and magazines



## NATIONAL SERVICE SCHEME (NSS)

National Service Scheme, under the Ministry of Youth Affairs & Sports Govt. of India, popularly known as NSS was launched in Gandhiji's Birth Centenary Year 1969, in 37 Universities involving 40,000 students with primary focus on the development of personality of students through community service.

Today, NSS has more than 3.2 million student volunteers on its roll spread over 298 Universities and 42 (+2) Senior Secondary Councils and Directorate of Vocational Education all over the country. From its inception, IMS has its both boys and girls wings of NSS and several students have benefited from the NSS activities as student volunteers.

**Activity Forum:**

- National Integration Camp
- Blood and organ donation
- Plantation
- Immunization
- Shramdaan
- Special Camping Programme
- Youth exchange programme.
- Swachh Bharat campaign.
- National and International days Observation.
- Regular and Special camp organized in different community.

**YOUTH RED CROSS**

The Indian Red Cross Society (IRCS) is a voluntary humanitarian organisation to protect human life and health based in India. It is part of the International Red Cross and Red Crescent Movement, and so shares the Fundamental Principles of the International Red Cross and Red Crescent Movement. The society's mission is providing relief in times of disasters/emergencies and promoting health & care of vulnerable people and communities. It has a network of over 700 branches throughout India. The Society uses the Red Cross as an emblem in common with other international Red Cross societies. Volunteering has been at the very heart of the Indian Red Cross Society since its inception in 1920, with the Society having Youth and Junior volunteering programmes.

IMS has the youth wing of IRCS participating in various social welfare activities and programmes. Young volunteers can make a significant contribution to meeting the needs of the most vulnerable people within their local communities through Red Cross youth programme.

- Promoting Fundamental Principles and Humanitarian Values
- Developing a better understanding internally
- Influencing behaviour in the community
- Disaster Preparedness, Response and Relief
- First aid support
- Awareness campaign on community and healthcare
- Blood donation

**RAGGING: PROHIBITION, PREVENTION AND PUNISHMENT**

The University Grants Commission (UGC) has strictly prohibited any forms of ragging by students in Institutions of Higher Learning. The students are therefore directed to strictly desist from any kind of ragging.

**Forms of Ragging:**

Display of noisy, disorderly conduct, teasing, excitement by rough or rude treatment or handling, including rowdy, undisciplined activities which cause or likely to cause annoyance, undue hardship, physical or psychological harm or raise apprehensive fear in a fresher, or asking the students to do any act or perform something which such a student will not do in the ordinary course and which causes him/her shame or embarrassment or danger to his/her life, etc.

## **Punishment for Participation in/or Abetment of Ragging:**

1. Cancellation of admission.
2. Suspension from attending classes.
3. Withholding/withdrawing scholarship/fellowship and other benefits.
4. Debarring from appearing in any test/examination or other evaluation process.
5. Withholding results.
6. Debarring from representing the institution in any national or international meet, tournament, youth festival, etc.
7. Suspension/expulsion from the hostel.
8. Rustication from the institution for periods varying from 1 to 4 semesters or equivalent period.
9. Expulsion from the institution and consequent debarring from admission to any other institution.
10. Other punishments as deemed fit by the management of the institute.

## **Affidavit by students and parents**

Each student shall have to furnish an affidavit along with the application form to the effect that they will not participate in or abet the act of ragging and that, if found guilty, shall be liable for punishment under the penal law of India.

## **HOSTEL**

Hostel Facility for both boys and girls are available. The applicants who are interested for hostel should clearly mark “HOSTEL” on the top of the application form.

## **INTIMATION LETTER**

Intimation letter will be sent by registered post to the applicant at the address given by him/her on the envelope attached with the application. In case an applicant does not get the same he/she should immediately inform the Admission coordinator or contact over telephone or e-mail.

## **IDENTITY CARD**

Identity cards are issued to the students soon after admission. The card must be returned at the end of the course. On loss or mutilation a second identity card is issued on payment of Rs.100/-

## **ATTENDANCE**

Minimum 75% attendance is necessary for a student to become eligible to sit for the examination. The Director may condone the short fall in attendance to the extent of 5% if he/she is satisfied that the shortfall was due to reasons beyond the control of the student.

## **PRACTICAL TRAINING**

The students are required to spend Six (6) weeks in practical training at their own cost at different spells during the vacation. They will have to be attached to different newspapers and government and non-governmental organisations both inside and outside of the State. They will have to submit a report of their practical training and the assessment will be made by the faculty members. The objectives of this training are to provide students an opportunity to observe an organization in operation and to relate what they learn in actual practice. It provides the student with a firsthand exposure to the functioning of an organization and

enables him/her to relate class room learning of concepts to real life management situations. It gives an impetus to the students to realize their potentiality in different working culture and match acquired knowledge in the class room with applied knowledge in the field.

## DISSERTATION

Students are required to write a dissertation on a topic of their own interest. The purpose of this exercise is to train the students to do an in-depth study of some aspect relating to their studies, while enabling them learn to apply research methodology and to exercise their conceptual and analytical skills.

## DISCIPLINE

Students will strictly observe the rules and regulations that the Institute may frame from time to time regarding academic performance, discipline, attendance etc. required for satisfactory completion of the studies. The Institute reserves the right to expel a student from the course if his/her performance or conduct is found unsatisfactory.

## TRAINING AND PLACEMENT CELL

The Institute has a well-developed training and placement cell, which caters to the students need. To inject leadership quality, Personality Development Programmes are regularly conducted with the help of eminent consultants, thus developing leaders with a difference for the corporate and social sectors. Seminars of in-house type have been a regular feature to nurture and develop leadership qualities among the students. Students participate in Group Discussions on different burning topics, which enhance their decision-making skills.

## FOR STUDENTS' CARE AND FACILITY

- Excellent inter-personal relationship between the faculty and the students. Individual care is taken to ensure students' performance in every course and programme.
- Extra care is accorded to girl students, particularly those from outside of the state.
- Handholding exercises frequently conducted to improve students' skill, knowledge and level of awareness and personality traits for self-empowerment.
- Maintenance of superb academic ambience, amiable environments and cordial human atmosphere with a view to fostering a sense of belonging in the staff and the students, and, of course, achieving enviable target-fulfillment.
- Ensuring students' easy accessibility to all the sources of information regarding the Institute, courses, programmes, administration and other such relevant areas.
- Regular Seminars, Workshops.
- Interaction with eminent external resource persons.
- Periodic field visits & excursions.
- MSW students are to go for fieldwork in both first year and 2nd year terms. There is regular supervision by the respective super visor of the fieldwork activities of the students. The fieldwork is meant for their exposure to the practical aspects of the life of the community people, which would acquaint them with the grass root realities, so that they can adopt need-based, innovative and viable approaches and methods for bringing about holistic and sustainable rural development.

## ANNUAL FEES / DUES

### FIRST YEAR (During the time of admission)

Sl. No.	Annual Dues	In Rs.
1	College Development Fee	550
2	Semester Examination Fee	500
3	Seminar fee	450
4	Migration / Registration Fee	200
5	College Development Council fee	20
6	Sports Fee	50
7	ID card Fee	60
8	Orientation kit	750
9	Recognition fee	80
10	University Student' Aid Fund	15
11	Teachers' Welfare Fund	15
12	NSS Fee	20
13	First Aid fee	10
14	Puja/Celebration fee	500
	<b>Total</b>	<b>3220</b>

### SECOND YEAR (During the time of readmission)

Sl. No.	Annual Dues	In Rs.
1	College Development Fee	550
2	Semester Examination Fee	500
3	Seminar fee	450
4	College Development Council fee	20
5	Sports Fee	50
6	University Student' Aid Fund	15
7	Teachers' Welfare Fund	15
8	NSS Fee	20
9	Puja/Celebration fee	500
	<b>Total</b>	<b>2120</b>

\*\*\*