



Email enquiries  
admission@karnavatiuniversity.edu.in



Telephone enquiries  
+9196670 48555



Find out more, visit  
www.karnavatiuniversity.edu.in



Like us on  
facebook.com/  
Karnavati.Uni



Follow us on  
instagram.com/  
karnavati.uni



Watch us on  
youtube.com/  
karnavatiuniversity

\*Programme Structure and Certification Courses may change as per market dynamics.

Disclaimer:  
Logo(s), Trademarks and images used in the brochure are of respective owners/contributors;  
usage of the same in the brochure is for educational purpose and has no commercial meaning  
neither we claim any rights over it.



#### For More Information

For Career Guidance  
+9196670 48555

admission@karnavatiuniversity.edu.in

www.karnavatiuniversity.edu.in

**Campus:**  
Karnavati University  
907/A, Uvarsad, Dist. Gandhinagar - 382422

**BA (Hons.) PSYCHOLOGY**

**BA (Hons.) FILM STUDIES**

**BA (Hons.) POLITICAL STUDIES**

**BA (Hons.) ADVERTISING & PUBLIC RELATIONS**

**BA (Hons.) DIGITAL MEDIA**

**BA (Hons.) PHILOSOPHY**

**BA (Hons.) PUBLIC ADMINISTRATION**

**BA (Hons.) ENGLISH**

**BA (Hons.) JOURNALISM**

**B.COM (Hons.) BANKING & INSURANCE**

**B.COM (Hons.) ACCOUNTING & FINANCE**



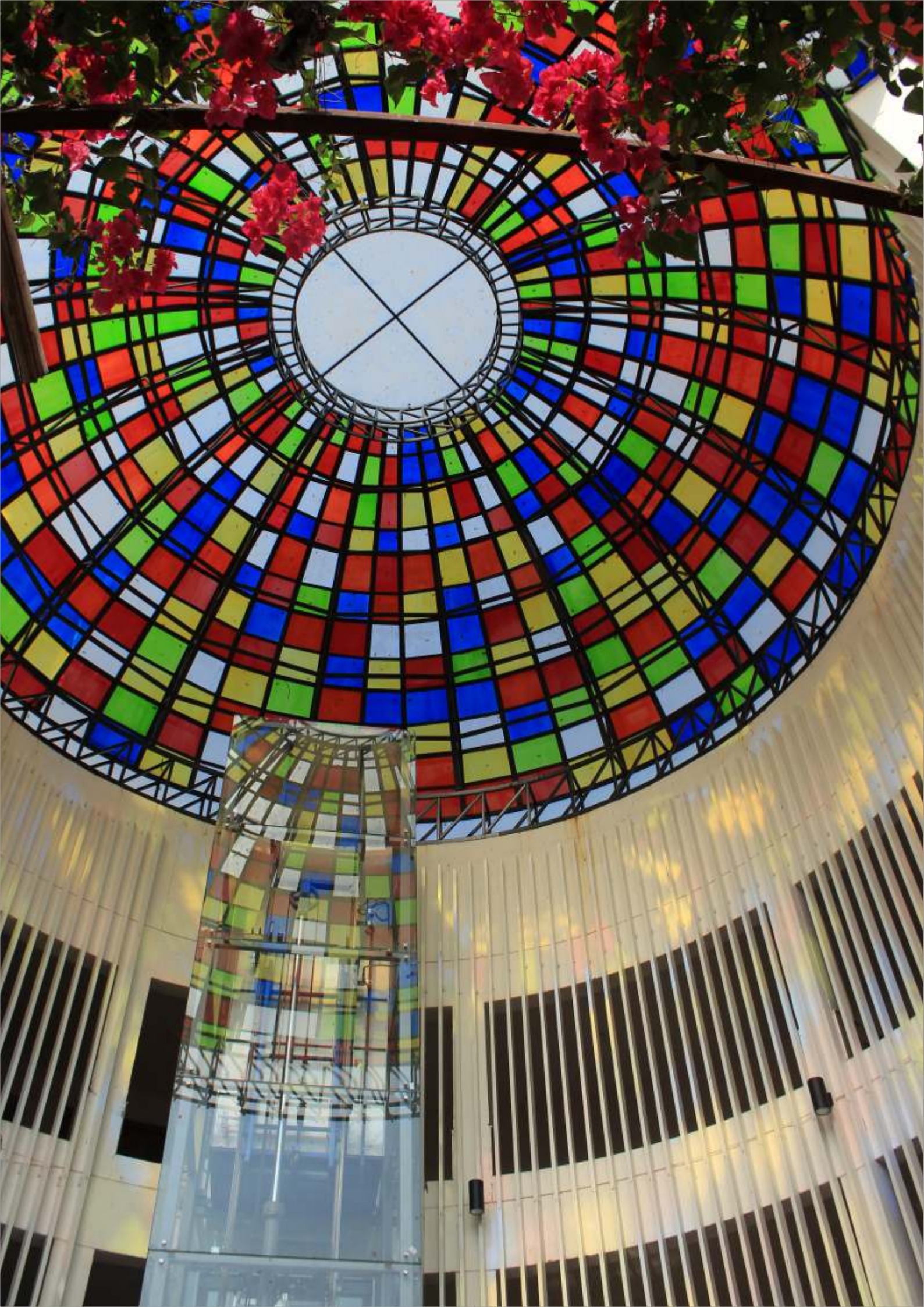
**KARNAVATI**  
UNIVERSITY



**UNITEDWORLD™**  
school of liberal arts &  
mass communication







The world today is changing at a rapid pace and the technique of learning and responding to these changes is critical for our future success. The future belongs to those work on it now, so finding a right university is the most important decision you make at this stage of your life. It all begins with the right learning environment. Every Karnavati University student receives a personalized, transformative learning experience coupled with practical learning opportunities that respond to the world moment by moment accompanied by live learning environment and the chance to collaborate with like-minded students.

As a Karnavati student, you will get a lifelong advantage as you will be equipped with required skills to stand up against intense competition while becoming globally mobile and connected with the right people for career success. Guided through world-class lectures, all our students are eager, ambitious and ready to challenge the norms with innovation at the top of mind. Our programmes are inspired by a culture of discipline and focus which results into graduates who are confident, capable and prepared for any opportunity. We know you have the potential to make a real difference – because we have seen many of our students over the years achieving just that, living and working in every corner of the globe, presently working with major corporations and also helping disadvantaged communities in the developing countries.

As a graduate of Karnavati University, you will be joining their elite ranks. I very much look forward to sharing the journey as you will realize your ambition to life.



Dr. Deepak Shishoo  
Provost



# MAKING OUR MARK EVERYWHERE WE GO

With a degree  
from Karnavati  
you can go  
anywhere in  
the world.

Our graduates are spread throughout the country and continents and work for the most prestigious companies at the forefront of Indian and international business and innovation.

A degree from Karnavati puts you in an enviable position that is recognized and desired by employers.

When you graduate, you'll become one of the thousands of Karnavati graduates around the country that are writing their own success stories.

And that's all because a degree from Karnavati sets you up for life.

## Liberal Arts

BA (Hons.)  
B.COM (Hons.)  
BBA (Hons.)  
3+1 Year  
UG Programmes

## Mass Comm.

BA (Hons.)  
3 Year  
UG Programme

## Business

BBA (Hons.)  
3 Year UG Programme

## Business

PGDM  
2 Year Programme  
(AICTE Approved)

## Law

BBA LL.B (Hons.)  
5 Year Integrated  
Programme

## Design

B.Des.  
(4 Year-Inclusive  
Foundation)  
M.Des.  
(2 Year-Inclusive  
Industry Exposure)

## Dental

B.D.S  
4+1 Year Programme  
M.D.S  
3 Year Programme

Total Enrollment



3,400

Total Faculty



450

Academic Space



10 Lac Sq. Ft.

Recruiters



200+

Students From



20+  
States



# MAKING MORE FROM THE CAMPUS

## Best-In-Class Education In World-Class Infrastructure

Our campus offers a serene and tranquil environment which acts as a catalyst in gaining knowledge. The classrooms are designed for letting in ample amount of natural light and fresh air to inspire creative minds. Technologically advanced amenities enhance learning, whereas dedicated courts for indoor and outdoor games ensure physical fitness.

The campus is an avenue for students and faculty members to assemble after classes and have discussions on various topics. Hygienic cafeteria and separate hostels for boys and girls along with a stringent security system provide a homelike environment. The stationary shop within campus ensures that the students get everything handy for studying. The campus of Karnavati University translates our educational philosophy into the infrastructure and thus, it makes an ideal education hub for the students.



ACADEMIC  
INFRA-  
STRUCTURE

With utmost attention, the architecture of classrooms is made spacious, air-conditioned and comforting for students. We have embraced technology to transform the concept of classrooms into interactive sessions with the help of LCD projectors and sound amplification system. A soundproof reading room is also provided for students so as to learn peacefully. Students have access to the Library, which has the most exhaustive collection of books.





FOOD & ACCOMMODATION



Be it a gooey, fresh, chocolate chip pastry that hugs you from inside or a warm, sumptuous masala dosa that makes you feel like tasting clouds, the food available at the canteen will make you forget your home!

USLM hostel is your 'second home' where you grow up and transform into individuals who are responsible, independent and capable of facing the fierce competition of the professional life without other's help!



SPORTS & ENTERTAINMENT

An agile mind needs an agile body. USLM believes in holistic development of aspiring students through multiple sports tournaments and numerous entertaining activities throughout the year. Here at USLM, numerous outdoor and indoor sports events and tournaments are organized such as-cricket, football, basketball, kabaddi, chess, badminton etc. This is a combined effort of students, faculty and management alike that encourages a healthy competitive environment.



# EVERYTHING YOUR FUTURE WANTS

## Glimpse of Our Recruiters

Karnavati University's unique global placement team provides students with efficient assistance which is based on three models. With global contacts and one of the most active placement teams in India, Unitedworld provides suitable placement opportunities for its students. It is one of the most structured and well planned career development efforts for Unitedworld School of Liberal Arts & Mass Communication.

Excellence  
That Takes You  
To The Top  
Firms

- TIER - I**  
 The first team explores zonal opportunities in East Zone, West Zone, Central Zone, North Zone and South Zone.

**TIER - II**  
 The second team works on creating national opportunities and integrate national placements in a centralized manner.

**TIER - III**  
 An overseas placement team explores opportunities in UK, Middle East, East Asia and Australia. The globally spread network of Unitedworld team and industry advisors jointly create employment opportunities for Indian talent.

Google	DELL	amazon	citibank	GVK EMRI	YOKOHAMA	ask
vodafone	Deloitte.	airtel	Standard Chartered	pwc	EY	Goodyear
SOCIETE GENERALE	LAKME	asianpaints	Barrett, Coleman & Co. Ltd.	khaitan	NDTV	HSBC
RBS	HCL	PHILIPS	PARLE	PEPSICO	Bombay Dyeing & Mfg. Co. Ltd.	AL KHAWAJA GROUP
ITI	ERNST & YOUNG	Nestle	Cappgemini	JETTY	Goodyear   PROPERTIES	Johnson Johnson
abzooba	United World	Berger	ESSAR	Gulf	Mahindra	Business Standard
ARVIND	future group	BYJU'S	CAPITAL FIRST	Dabur	MRF	TOI
99acres	IndusInd Bank	HCB	Colgate	Audi	HAVELLS	cogepart
SWIGGY	naukri.com	GKB Opticals	S&P Global	goibibo	Reckitt Benckiser	OYO



# FACULTY LIST

(\*partial)



**DR. BISWAROOP DAS**  
Mentor, School of Liberal Arts  
Ph.D. (Social Sciences),  
TISS, Mumbai

**DR. JHUMA BASAK**  
Professor  
Ph.D. (Psychology), Kyushu University, Japan

**JAYANTA SENGUPTA**  
Mentor  
IIM Calcutta

**DR. SOUMENDU BHATTACHARYA**  
Professor  
Ph.D., M.Phil (Mgmt),  
MBA (Marketing), M.A (Economics)

**PREETI DAS**  
Additional Director, School of Mass Communication  
Ph.D. (Pursuing), MS. Mass Communication  
BA, St. Xavier's College, Ahmedabad

**LOLITA DUTTA**  
Professor  
Professional Education Diploma in Visual  
Communication (Exhibition Design), NID

**DR. KISHOR BHANUSHALI**  
Professor  
Ph.D. (Economics), MBA (Finance)  
MA (Economics, MSU)

**CYRUS F. DASTUR**  
Founder, Shamiana Arts - Short Film Club

**DR. DAISY N. KURIEN**  
Professor  
Ph.D., MBA

**DR. ANIRBAN BANDYOPADHYAY**  
Associate Professor  
Ph.D., MPhil (History), Centre for Historical Studies,  
JNU, New Delhi  
MA (History), Centre for Historical Studies,  
JNU, New Delhi

**SROTASWINI BHOWMICK**  
Assistant Professor  
MLitt, MSc (Philosophy of Cognitive Science),  
University of Glasgow, UK  
MA (Philosophy), Jadavpur University, Kolkata

**UDAYPRAKASH SHARMA**  
Assistant Professor  
MA, BA (Political Science), M S University, Baroda

**TITU MILI**  
Assistant Professor  
M.Des., Visual Communication (Graphic Design), NID

**SHRUT BRAHMBHATT**  
Assistant Professor  
Ph.D. (pursuing), LL.M. (IPR), (GNLU),  
BA LL.B (Hons.) (Nirma University)

**PRATIK PILLAI**  
Assistant Professor  
MBA (MICA), Ahmedabad

**CHITRA UNNITHAN**  
Assistant Professor  
Masters in Journalism & Mass Communications,  
Rai University

**RIVA PATEL**  
Adjunct Faculty  
MA (International Relations), University of Sheffield, UK  
BA Honors (International Relations), PDPU, Gandhinagar

**JUI PIMPLE**  
Assistant Professor  
MA (Psychology) Modern College of Arts, Commerce  
and Science, SPPU, Pune  
BA (Psychology), Gujarat University, Ahmedabad

**AKRITI AGARWAL**  
Assistant Professor  
MFA (Animation Film Making), Academy of Arts University,  
San Francisco, USA  
BFA (Animation Film Making), SID, Pune

**ASHISH RANJAN**  
Assistant Professor  
PGDM, IIM Ahmedabad, B.Tech

**ARIJIT DAS**  
Assistant Professor  
MSc (Media Science),  
West Bengal University of Technology, Kolkata  
BSc (Mass Communications, Advertising and Journalism),  
International School of Business & Media

**ARVIND KUMAR**  
Assistant Professor  
PG Diploma (Mass Communications), IIMC, New Delhi  
MA (Archaeology), BHU, Varanasi

**GUNJAN CHAWLA**  
Assistant Professor  
LL.M. (IPR) (Gold Medalist),  
(National Law University, Jodhpur),  
BA LL.B., Qualified GSET

**DR. SHYNO BABY K**  
Associate Professor  
Ph.D. (Comparative Indian Literature), University of Delhi  
MA (English Language and Literature),  
University of Calicut, Kerala

**VIJAY PUNIA**  
Assistant Professor  
B.Des. (Animation Film Design), NID

**PARTH MISTRY**  
Assistant Professor  
Masters in Development Communication, CDC, GU  
PG Diploma in Audio-Visual (Television Production),  
Gujarat Vidyapith  
BVA, M.S University, Baroda

**SHASHANK SHEKHAR**  
Assistant Professor  
BA LL.B. (GNLU), LL.M. (ILI, New Delhi),  
Qualified UGC NET

**DHARMENDRA KHAIRAJANI**  
Assistant Professor  
Ph.D. (Pursuing), MBA

# LEARNING MODEL

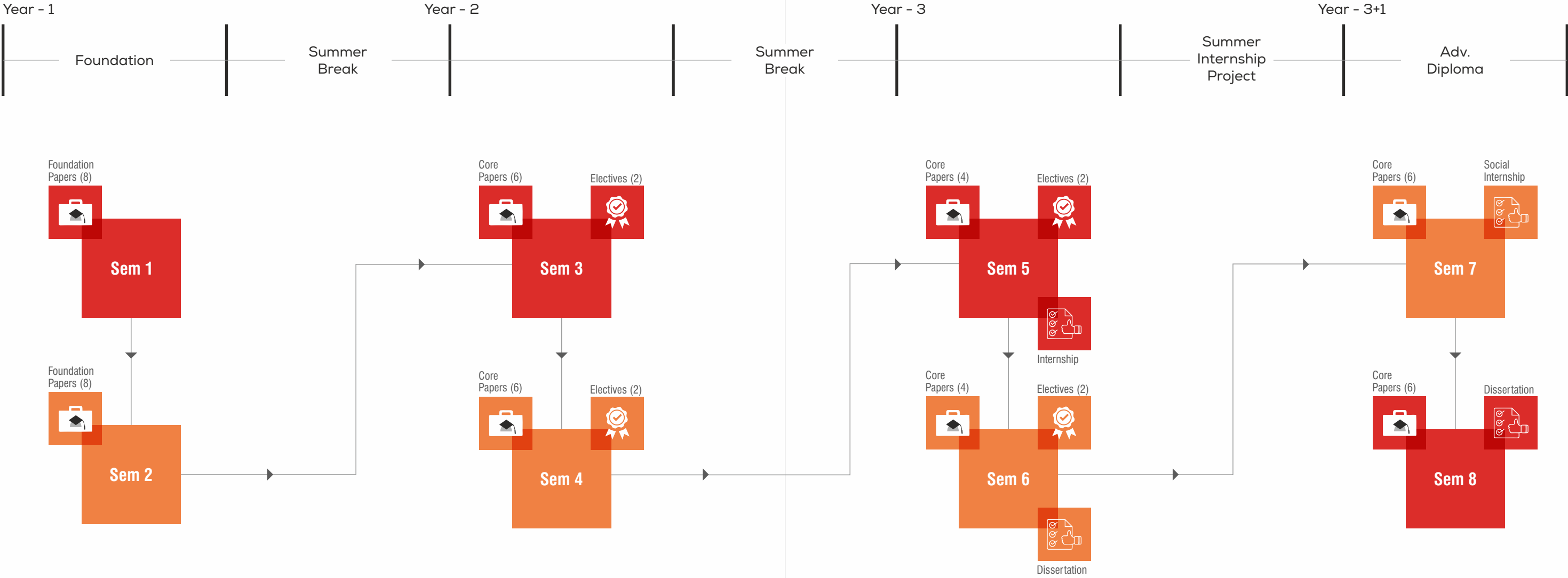
(LIBERAL ARTS / MASS COMM. / B.COM / BBA)

The Unitedworld School of Liberal Arts and Mass Communication’s learning model emphasizes on excellence. From graduation to first professional destinations, from a major to advanced degrees, and from first jobs to long careers with unpredictable twists and turns USLM strives to prepare students in a multitude of ways throughout their lives.

The department engages in lectures, workshops, talks and seminars, internships, research and mentorship to ensure that the students in collaboration with friends, professors and mentors sharpen their vision and learning.

Curriculum  
That Prepares  
You For The Real  
World

TIME SCALE





# LIBERAL ARTS

## BA (Hons.)



Liberal Arts is a structured combination of the arts, social and physical sciences, social sciences and humanities. As part of the course, students will study all aspects of society - from past events and achievements to human behaviour and relationships among groups. Students will also learn how to develop skills in researching, reading, writing and thinking your way through abstract problems.

Our curriculum strives to deliver an academic experience that fosters intellectual curiosity, a critical thought process, leadership and teamwork skills, a sense of commitment and a heightened sensitivity to one's socio-cultural environment.

### BA (Hons.) Liberal Arts Degree Programme:

1. Bachelor of Arts (Hons.) Degree Programme in Psychology (3 Years – 6 Semesters) – 188 Credits
2. Bachelor of Arts (Hons.) Degree Programme in Philosophy (3 Years – 6 Semesters) – 188 Credits
3. Bachelor of Arts (Hons.) Degree Programme in Political Studies (3 Years – 6 Semesters) – 188 Credits
4. Bachelor of Arts (Hons.) Degree Programme in English (3 Years – 6 Semesters) – 188 Credits
5. Bachelor of Arts (Hons.) Degree Programme in Public Administration (3 Years – 6 Semesters) – 188 Credits

### Advanced Diploma Programme:

1. Advanced Diploma Programme in Psychology (1 Year – 2 Semesters) – 60 Credits
2. Advanced Diploma Programme in Philosophy (1 Year – 2 Semesters) – 60 Credits
3. Advanced Diploma Programme in Political Studies (1 Year – 2 Semesters) – 60 Credits
4. Advanced Diploma Programme in English (1 Year – 2 Semesters) – 60 Credits
5. Advanced Diploma Programme in Public Administration (1 Year – 2 Semesters) – 60 Credits

### Multiple Career Options:

Students those who graduate from USLM with specializations offered in Liberal Arts generally pursue their career as Academicians & Teachers, Research Scholars, Professional Writers, Content Writers, Psychoanalysts, Psephologists, Administrators, Market Analysts, Counselors, Concept Creators/Innovators in IT, Animation, Fine Arts, Museology, Artists, Civil Services/Bureaucrats, Armed Forces, Diplomats, Support Staff in the United Nations, NGOs, Translators etc.

- First Year (Semester 1 & 2) is foundation year where a student will study compulsory papers from variety of subjects through which a student is aided in selecting her/his bachelor of arts degree programme.
- Second Year & Third Year (Semester 3, 4 & 5, 6) are specialization specific.





# PROGRAMME STRUCTURE LIBERAL ARTS

The Bachelor of Arts Degree Programme in Liberal Arts at the Unitedworld School of Liberal Arts and Mass Communication with a specialization in the subject of your choice will award you an Honours Degree at the completion of 3 years (6 semesters).

Students on completion of their 3 years BA (Hons.) Degree Programme will get an opportunity to pursue an additional extended year as Advanced Diploma in the subject of their specialization which will give you a cutting edge in the contemporary academic diaspora.

The pedagogy of the BA (Hons.) Degree Programme in liberal arts is specially crafted so that the student who wishes to pursue her higher studies can smoothly secure an admission in the master’s degree programmes offered by many universities in India and abroad.

### Eligibility Criteria

- 10+2 from any recognized board.
- Class 12th students appearing / waiting for final result.

### Selection Process

- Best of UGAT/KUAT\* shall be considered
- Group Discussion on a given topic and a Personal Interview.

(\*Karnavati University Admission Test)

## Foundation Year

### Semester - I

#### Core Papers

Principles of Management  
Performing Arts  
Introduction to Entrepreneurship  
Psychology  
English Language  
Motivation and Team Building 1  
Leadership skills 1  
Public Speaking and Corporate Communication 1

### Semester - II

#### Core Papers

Gender and Society  
Environmental Studies  
Economics  
OB  
MS Office  
Motivation and Team Building 2  
Leadership Skills 2  
Public Speaking and Corporate Communication 2

### Semester - III

#### English

#### Core Subjects

English Literature  
Partition Literature  
Literature of Indian Diaspora  
Language, Literature & Culture  
Professional Networking 1  
Image Management and Personal Branding

#### Philosophy

#### Core Subjects

Logic  
Social & Political Philosophy  
Schools of Thought  
Analytic Philosophy  
Professional Networking 1  
Image Management and Personal Branding

#### Political Studies

#### Core Subjects

Logic  
Social & Political Philosophy  
Schools of Thought  
Analytic Philosophy  
Professional Networking 1  
Image Management and Personal Branding

#### Psychology

#### Core Subjects

Cultural Psychology  
Social Psychology  
Industrial Psychology  
Environmental Psychology  
Professional Networking 1  
Image Management and Personal Branding

### Semester - IV

#### English

#### Core Subjects

Women Writing  
Poetry & Practical Criticism  
World Literature  
Nobel Literature: A Study on Nobel Laureates  
Professional Networking 2  
Negotiation and Decision Making

#### Psychology

#### Core Subjects

Theories of Personality  
Psychoanalysis and Dream Interpretation  
Research Methodology  
Psychology of Health & Well-being  
Professional Networking 2  
Negotiation and Decision Making

### Semester - V

#### English

#### Core Subjects

Autobiography  
Eco-criticism  
Translation: From Text to Work  
Literature & Cinema  
Internship/Research Project

#### Psychology

#### Core Subjects

Fundamentals of Rehabilitation  
Counselling in Rehabilitation  
Statistics for Psychology  
Life Span Development  
Internship/Research Project

#### Public Administration

#### Core Subjects

Introduction to Public Admin 1  
Introduction to Public Admin 2  
Theories of Public Admin 3  
Theories of Public Admin 4  
Professional Networking 1  
Image Management and Personal Branding

#### Philosophy

#### Core Subjects

Ethical Theories  
Knowledge & Reality  
Philosophy of Mind  
Formative Text 1: The Republic by Plato  
Professional Networking 2  
Negotiation and Decision Making

#### Public Administration

#### Core Subjects

Development Administration  
Indian Administration  
Financial Administration  
Local Governments – Urban & Rural  
Professional Networking 2  
Negotiation and Decision Making

#### Philosophy

#### Core Subjects

Feminism  
Critical Thinking  
Postmodernism & Continental Thought  
Emergence of Cognitive Science  
Internship/Research Project

#### Public Administration

#### Core Subjects

Research Methodology  
Development, Democracy & Administration  
Comparative Public Administration  
Public Policy: Theories & Processes  
Internship/Research Project

#### Electives

Aspects of Humanities  
E-Commerce  
Entrepreneurship  
Basics of Photography  
Event Management  
Corporate Branding

#### Political Studies

#### Core Subjects

Political Ideas  
Human Rights and Duties  
World Constitutions  
Comparative Government and Politics  
Professional Networking 2  
Negotiation and Decision Making

#### Electives

Legal Aspects of Business  
Indian Economy  
Travel Writing  
Content Management System  
New Media  
Business Plan

#### Political Studies

#### Core Subjects

Contemporary International Relations  
Indian Foreign Policy  
Indian Government and Politics  
Elements of Public Administration  
Internship/Research Project

#### Electives

Business Ethics  
Corporate Laws  
Indian Constitution  
Busting Fake News  
Retail Banking  
Social Psychology

Electives offered 2 to be selected out of 6







# MASS COMM. BA (Hons.)



The Mass Communication department of USLM offers 4 specializations-Journalism, Advertising & Public Relations, Digital Media and Film Studies.

All 4 specializations are a combination of theory, research, industry exposure and projects and skill enhancement modules.

The interdisciplinary nature of the programme structure ensures that the student develops in-depth

knowledge of the theories, debates and professional practices that underpin the study of mass communication.

With modules on theatre, gender and society, psychology and managing personal finances, the student will graduate with the critical, cultural and creative skills necessary to participate as a global citizen in the creative media industries.

## BA (Hons.) Mass Comm. Degree Programme:

1. Bachelor of Arts (Hons.) Degree Programme in Mass Communication with specialization in Journalism (3 Years – 6 Semesters) – 188 Credits

2. Bachelor of Arts (Hons.) Degree Programme in Mass Communication with specialization in Digital Media (3 Years – 6 Semesters) – 188 Credits

3. Bachelor of Arts (Hons.) Degree Programme in Mass Communication with specialization in Advertisement and Public Relations (3 Years – 6 Semesters) – 188 Credits

4. Bachelor of Arts (Hons.) Degree Programme in Mass Communication with specialization in Film Studies (3 Years – 6 Semesters) – 188 Credits

## Advanced Diploma Programme:

1. Advanced Diploma Programme in Journalism (1 Year – 2 Semesters) – 60 Credits

2. Advanced Diploma Programme in Digital Media (1 Year – 2 Semesters) – 60 Credits

3. Advanced Diploma Programme in Advertisement and Public Relations (1 Year – 2 Semesters) – 60 Credits

4. Advanced Diploma Programme in Film Studies (1 Year – 2 Semesters) – 60 Credits

## Multiple Career Options:

By the time a student graduates from USLM, they will have a clear idea about their field of interest. A mass communication graduate can pick and choose to be a Journalist, Radio Jockey, Television Anchor, Scrip Writer, Film Maker, Cinematographer, Copy Writer, Media Planner, Public Relations Executive, Corporate Communicator, Event Manager, market Researcher, Digital Media Expert, Radio/TV producer, Photojournalist, Critics/Reviewer, Mass Communications Researcher, etc.



- First Year (Semester 1 & 2) is foundation year where a student will study compulsory papers from variety of subjects through which a student is aided in selecting her/his bachelor of arts degree programme.
- Second Year & Third Year (Semester 3, 4 & 5, 6) are specialization specific.



# PROGRAMME STRUCTURE MASS COMM.

The Bachelor of Arts Degree Programme in Mass Communication at the Unitedworld School of Liberal Arts and Mass Communication with a specialization in the subject of your choice will award you an Honours Degree at the completion of 3 years (6 semesters).

Students on completion of their 3 years BA (Hons.) Degree Programme will get an opportunity to pursue an additional extended year as Advanced Diploma in the subject of their specialization, which will give them a cutting edge over contemporaries.

The pedagogy of the BA (Hons.) Degree Programme in Mass Communication has been crafted considering students who wish to pursue higher studies so that they can smoothly pursue Master’s degrees offered by many universities in India and abroad.

The students will be exposed to the latest technologies and software in advanced studios on the campus to make them industry-ready. They will be exposed to actual hands-on training through internships, interface with industry experts and skills certification courses.

## Foundation Year

### Semester - I

#### Core Papers

Principles of Management  
Performing Arts  
Introduction to Entrepreneurship  
Psychology  
English Language  
Motivation and Team Building 1  
Leadership skills 1  
Public Speaking and Corporate Communication 1

### Semester - II

#### Core Papers

Gender and Society  
Environmental Studies  
Economics  
Organizational Behaviour  
MS Office  
Motivation and Team Building 2  
Leadership Skills 2  
Public Speaking and Corporate Communication 2

### Semester - III

#### Advt. & Public Relations

##### Core Subjects

Comm. Theories and Processes  
Advertising Principles, Concept and Management  
Tools of Advertising and PR  
New Media Concepts and Applications  
Professional Networking 1  
Image Management and Personal Branding

#### Digital Media

##### Core Subjects

Digital Culture: Being Human in the Information Age  
Introduction to Digital Media  
Propaganda and Opinion Generation  
Gutenberg to Google: Histories of Information  
Professional Networking 1  
Image Management and Personal Branding

#### Film Studies

##### Core Subjects

Introduction to Film Studies  
History of Indian Cinema  
International Cinema  
Film Theories  
Professional Networking 1  
Image Management and Personal Branding

### Journalism

#### Core Subjects

Introduction to Journalism  
Introduction to Media and Communication  
Digital Media  
Introduction to Broadcast Media  
Professional Networking 1  
Image Management and Personal Branding

#### Electives

Aspects of Humanities  
E-Commerce  
Entrepreneurship  
Basics of Photography  
Event Management  
Corporate Branding

### Semester - IV

#### Advt. & Public Relations

##### Core Subjects

Marketing and Publicity  
Online Advertising  
Integrated Marketing Communication  
Strategic Communication and Brand Solutions  
Professional Networking 2  
Negotiation and Decision Making

#### Digital Media

##### Core Subjects

Digital Storytelling  
The Digital Workspace and Related Laws  
Social Networking in Cyber Era  
Ethical Hacking  
Professional Networking 2  
Negotiation and Decision Making

#### Film Studies

##### Core Subjects

Film Appreciation  
Film Aesthetics  
Screenplay Writing  
Documentaries and Short Films  
Professional Networking 2  
Negotiation and Decision Making

### Journalism

#### Core Subjects

Reporting and Editing for Print  
Fake News and Media Literacy  
Media Ethics and Law  
Production Lab: Radio & Television  
Professional Networking 2  
Negotiation and Decision Making

#### Electives

Legal Aspects of Business  
Indian Economy  
Travel Writing  
Content Management System  
New Media  
Business Plan

### Semester - V

#### Advt. & Public Relations

##### Core Subjects

Creativity and Campaign Planning  
Corporate Communication  
Media Planning and Sales  
Market Research  
Internship/Research Project

#### Digital Media

##### Core Subjects

Literature in the Digital Age  
Digital Marketing Strategies  
Content Management System  
Digital Footprints  
Internship/Research Project

#### Film Studies

##### Core Subjects

Sound Design  
Basics of Editing  
Cinematography 1  
Photography  
Internship/Research Project

### Journalism

#### Core Subjects

Photojournalism  
Role of PR and Advertising in Journalism  
Communication Methodology  
Development Communication  
Internship/Research Project

#### Electives

Business Ethics  
Corporate Laws  
Indian Constitution  
Busting Fake News  
Retail Banking  
Social Psychology



Semester – VI		
Advt. & Public Relations	Digital Media	Film Studies
Core Subjects	Core Subjects	Core Subjects
Event Marketing and Branding	Introduction to Digital Design	Cinematography 2
Public Service Ad and PR	Digital Analytics	Advance Editing
Journalism		
Core Subjects	Electives	
Advance Broadcast Media	Introduction to Bollywood	
Production Lab: Print	Logical Thinking and Critical Analysis	
	Fundamentals of Investment	
	Personal Finance	
	Contemporary Issues	
	Financial Institutions and Markets	

Proposed Advanced Diploma in Mass Communication with specialization in Advt. & Public Relations

Semester – VII		
Advt. & Public Relations	Digital Media	Film Studies
Core Subjects	Core Subjects	Core Subjects
Brand Planning	Digital Publishing 1	Scripting & Screenplay
Consumer Behaviour	Web Designing 1	Production Design
Copy Writing 1	Digital Writing 1	Creative Writing 1
Creative Thinking	Creative Thinking	Creative Thinking
Personality Development 1	Personality Development 1	Personality Development 1
Internship	Internship	Internship
Journalism		
Core Subjects		
Content Creation (Print)		
Content Production (Print)		
Journalistic Writing 1		
Creative Thinking		
Personality Development 1		
Internship		

Semester – VIII		
Advt. & Public Relations	Digital Media	Film Studies
Core Subjects	Core Subjects	Core Subjects
Media Relations	Digital Publishing 2	Music in Film
Designing Communications	Web Designing 2	Art of Storyboard
Copy Writing 2	Digital Writing 2	Creative Writing 2
Archive Management	Archive Management	Archive Management
Personality Development 2	Personality Development 2	Personality Development 2
Dissertation	Dissertation	6. Dissertation
Journalism		
Core Subjects		
Content Creation (Broadcast)		
Content Production (Broadcast)		
Journalistic Writing 2		
Archive Management		
Personality Development 2		
Dissertation		



# BACHELOR OF COMMERCE-B.COM (Hons.)



Bachelor of Commerce (Hons.) programme offers varieties of career options including business management, business development, accounting, marketing and advertising, banking, management consulting, economic analysis, financial planning, foreign affairs, fund management, international business and trade analysis, government administration, policy formulation, portfolio management in the private and public sectors etc.

The Bachelor in Commerce Programme at the Unitedworld School of Liberal Arts and Mass Communication with a specialization in the subject of your choice will award you an Honours Degree at the completion of 3 years (6 semesters).

Students on completion of their 3 years B. Com (Hons.) Degree Programme will get an opportunity to pursue an additional extended year as Advanced Diploma in the subject of their specialization, which will give them a cutting edge over contemporaries.

The pedagogy of the B.Com (Hons.) Degree Programme has been designed considering students who wish to pursue higher studies so that they can smoothly pursue Master’s Degrees offered by many universities in India and abroad.

The students will be exposed to practical training along with theoretical base to make them industry-ready. Corporate exposure in the form of guest lecture, case studies, industrial visits, certificate courses etc. will provide real life corporate environment.

### B.Com (Hons.) Degree Programme:

1. Bachelor of Commerce (Hons.) Degree specialization in Accounts and Finance (3 Years – 6 Semesters) – 188 Credits
2. Bachelor of Commerce (Hons.) Degree specialization in Banking and Insurance (3 Years – 6 Semesters) – 188 Credits

### Advanced Diploma Programme:

1. Advanced Diploma in Accounts and Finance (1 Year – 2 Semesters) – 60 Credits
2. Advanced Diploma in Banking and Insurance (1 Year – 2 Semesters) – 60 Credits

# PROGRAMME STRUCTURE B.COM (Hons.)

The Bachelor of Commerce at USLM is a versatile course and covers Accounts & Finance and Banking and Insurance.

The programme is structured in a manner that the students will have a comprehensive understanding of contemporary business practices across all areas of business management. They will know how to conduct business in a multicultural environment, spanning international borders and working cross-culturally.

The array of electives that the student can choose from during the course will ensure that he/she develops the ability to use interdisciplinary approaches to solve problems, use critical thinking to analyze and interpret information to make informed decisions.

### Eligibility Criteria

- 10+2 from any recognized board.
- Class 12th students appearing / waiting for final result.

### Selection Process

- Best of UGAT/KUAT\* shall be considered
- Group Discussion on a given topic and a Personal Interview.

(\*Karnavati University Admission Test)

## Foundation Year

### Semester - I

#### Accounting and Finance

##### Core Papers

English Language  
Performing Arts  
Introduction to Entrepreneurship  
Psychology  
Principles of Management  
Motivation & Team Building 1  
Leadership Skills 1  
Public Speaking & Corporate Communication 1

#### Banking and Insurance

##### Core Papers

English Language  
Performing Arts  
Introduction to Entrepreneurship  
Psychology  
Principles of Management  
Motivation & Team Building 1  
Leadership Skills 1  
Public Speaking & Corporate Communication 1

### Semester - II

#### Accounting and Finance

##### Core Papers

Gender and Society  
Environmental Studies  
Economics  
MS Office  
Organizational Behaviour  
Motivation & Team Building 2  
Leadership Skills 2  
Public Speaking & Corporate Communication 2

#### Banking and Insurance

##### Core Papers

Gender and Society  
Environmental Studies  
Economics  
MS Office  
Organizational Behaviour  
Motivation & Team Building 2  
Leadership Skills 2  
Public Speaking & Corporate Communication 2

- First Year (Semester 1 & 2) is foundation year where a student will study compulsory papers from variety of subjects through which a student is aided in selecting her/his bachelor of arts degree programme.
- Second Year & Third Year (Semester 3, 4 & 5, 6) are specialization specific.



Semester - III

Accounting and Finance

Core Papers

Corporate Laws  
Financial Accounting  
Income-tax Law and Practice  
Cost Accounting  
Professional Networking 1  
Image Management & Personal Branding  
Elective  
Elective

Semester - IV

Accounting and Finance

Core Papers

Management Principles and Applications  
Indian Economy  
Entrepreneurship  
Business Mathematics  
Professional Networking 2  
Negotiation & Decision Making  
Elective  
Elective

Semester - V

Accounting and Finance

Core Papers

Fundamentals of Financial Management  
Principles of Marketing  
Corporate Tax Planning  
Computerized Accounting System  
Financial Market and Financial Services  
Research Project (6 credit)  
Elective  
Elective

Semester - VI

Accounting and Finance

Core Papers

Auditing and Corporate Governance  
Indirect Tax Law  
Fundamentals of Investment  
Business Tax Procedures and Management  
Industrial Relations and Labour Laws  
Dissertation  
Elective  
Elective

Semester - VII - Internship

Semester - VIII - Dissertation

Banking and Insurance

Core Papers

Corporate Laws  
Financial Accounting  
Income-tax Law and Practice  
Cost Accounting  
Professional Networking 1  
Image Management & Personal Branding  
Elective  
Elective

Banking and Insurance

Core Papers

Management Principles and Applications  
Indian Economy  
Entrepreneurship  
Business Mathematics  
Professional Networking 2  
Negotiation & Decision Making  
Elective  
Elective

Banking and Insurance

Core Papers

Fundamentals of Financial Management  
Fundamentals of Banking  
Fundamentals of Insurance  
Banking Products and Services  
Insurance Products and Services  
Research Project  
Elective  
Elective

Banking and Insurance

Core Papers

Indirect Tax Law  
Advanced Bank Management  
Sales & Distribution for banking and insurance  
Reinsurance  
Retail Banking  
Dissertation ( 6 credit)  
Elective  
Elective

Disclaimer: The classes for the students of B.Com (USLM) & UWSB will be held together.

# KARNAVATI LIFE IS WHAT YOU MAKE IT



Shri Amit Shah - National President,  
Bharatiya Janata Party,



Shri Vijay Rupani  
Hon'ble Chief Minister, Gujarat



Dr. Kiran Bedi - Hon'ble  
Lt. Governor of Puducherry



Smt. Meenakshi Lekhi  
Member of Parliament,  
Lok Sabha



Sam Pitroda - Father of  
Indian Telecom Revolution



Dr. Subramanian Swamy  
Member of Parliament,  
Rajya Sabha



Shri Pawan Khara  
Senior Leader,  
Indian National Congress



Ms. Priyanka Chaturvedi  
National Spokesperson,  
Indian National Congress



Shri Akhilesh Pratap Singh  
National Media Panellist,  
Indian National Congress



Dr. Sambit Patra  
National Spokesperson,  
Bharatiya Janata Party



Col. Rajyavardhan Singh  
Rathore, VSM (Retd.),  
Hon'ble Minister of State  
(I/C) for Youth Affairs &  
Sports and Information &  
Broadcasting, Govt. of India

Karnavati University offers its students a platform to unleash their hidden potential and discover the talent are capable of.

Our students are at the center of all our activities. We believe holistic education is beyond textbooks and lectures in classroom. Therefore, we encourage students to take up projects and participate in various events, which instils confidence in them and prepares them to brave challenges in future.





Kanika Mohan Saxena



Binita Desai



Shuchi Kapoor



Simon Bradbury



Prof. (Dr.) N. Ravichandran



Himanshu Ghosh



Nikhil Rao



Pooja Vijay



Vijay Vikram Singh



Lenny Emanuel



Sunil Sethi - President, FDCI



Pallavi Foley - Jewellery Designer



Julian Roberts - Fashion Designer, UK



Angela Guzman - Design Lead, Google Inc.



Peter Bilak - Graphic & Typeface Designer



Uttam Pal Singh - Head, Discovery Kids



Amitabh Shrivastav - Curator, Fine Arts, Crafts Artist and Sculptor



Carol Hanlon - Founder, TCF Global & BEC Global



Rajeev Sethi - Designer, Scenographer and Art Curator







Durga Puja



Saraswati Puja



Ganesh Utsav



Independence Day Celebration



Fresher's Party



Cricket Tournament



Khel Kabbadi Tournament



Football Tournament

## Heal The World - A CSR initiative by KU



Women's Day



**HEAL THE WORLD**  
FOUNDATION

Compassion is what makes us human, and holistic humans is what we all need to be. Augmenting our education spectrum with a CSR ecosystem-Heal the World Foundation. A foundation guided by us and run by students. An initiative aimed at a holistic development of students. Where students and we come together to make a difference. Our Aim: Do Good. Spread Smiles. Change the World, One Selfless Act at a Time.



World Literacy Day



Gala Lunch Organized for the College Staff



Uttarayan Celebration



Holi Celebration



Earth Hour



World Environment Day



# GLOBAL APPROACH

Education today goes beyond the walls of a classroom and it is imperative to take students to the frontiers of the Creative World.



## What does KU global offer?

### Student Mobility

#### Outbound

- Fast Track Masters progression opportunities for UG students
- Study Abroad Program/Semester Exchange Program
- Study Trips
- Summer Schools/Summer Courses

#### Inbound

- Reciprocal semester exchange for international students from partner universities
- Study trip program for International students at KU–Craft innovation centre
- Art, Craft & Heritage workshops and study trips

### Craft Innovation Center

KU's craft innovation centre networks with master craft persons, craft communities from a diverse and culturally rich heritage, traditional fields and has a reach and networking with nearly 400 artisans.

KU welcomes students from reputed international/national institutions for short courses/hands on workshop on Craft documentation, interactive sessions with craftsmen; craft design process, interdisciplinary understanding and traditional craft skills and techniques.

### Others

- Master Classes & Workshops by International faculty, professionals and experts
- Joint research and projects with faculty and students from partner universities
- 

### Fast Track Masters Progression Opportunities

All our curriculum, academic systems & quality processes are internationally benchmarked & mapped with partners which ensures a seamless transfer of graduating UG students to Master Courses and preferred higher studies with some of the top ranking

## Our Latest Initiative For International Collaborations



## UNITEDWORLD-WIDE by KU Global

and prestigious universities in the world. KU Global would assist in fast track progression to the Masters program. It also aims towards providing scholarship, bursaries and subsidized fee for deserving students.

### Master Class

Master class is conducted by the international renowned experts in respective fields from partner institutions as well as from across the globe who share their knowledge and experience with our students. Master classes involve lecture demonstration, lab work, through skill based learning.

### Workshop

Internationally renowned faculty and expert practitioners spends time interacting with students in studios and workshops by demonstrating innovative techniques in specific fields.

### Study Abroad Program/Semester Exchange Program

At KU, students are supported to travel abroad and gain global exposure and learn about different cultures, environments, creative industries and international practices and markets.

The KU global platforms encourages our students through number of unique opportunities for international travel, study abroad, semester exchange through our collaborations with top end International Universities and institutions.

### Study Trips

Overseas trips to visit fairs, museums, places of historic relevance and architecture are an integral part of the learning experience at our university. We believe this serves the dual purpose of fulfilling academic requirements as well as introducing students to multiple cultures from various parts of the worlds. since it is not possible for all students to go on these trips, we bring international experience into our classrooms through various master classes and other interactions with Global Experts.

# RECOGNISED AND REWARDED

Karnavati University has conferred the citation of "Excellent Private University for Inspirational Leadership in Higher Education in India" at the 12th National Education Summit & Awards 2018, organized by CMAI Association of India, New Delhi

Worldwide Achievers, a leading market research company, has acknowledged Karnavati University as the Leading University in Western India during the 8th World Education Summit & Awards, 2018

Unitedworld Group of Institutions – Business, Law and Design School won the 94.3 MY FM, Education Excellence Awards presented by Jio Dil Se

Unitedworld Group of Institutions awarded as the 'Best Education Group - Infrastructure & Facilities' in the 24th Business School Affair & Dewang Mehta National Education Awards

Unitedworld School of Business was recognized by Siliconindia Education magazine - College of the year 2017 - Marketing Management Programme

Unitedworld School of Business - Ahmedabad Campus ranks 24th (A++ Category) in the annual survey of Siliconindia Education What if not IIMs: B- Schools Survey 2017

Siliconindia recognised Unitedworld School of Business – Ahmedabad Among 25 Best Colleges to Hire From, 2016

Unitedworld School of Business, Ahmedabad was awarded as 'Institute with Best Academic & Industry Interface' in the 24th Business School Affair & Dewang Mehta National Education Awards-2016

Unitedworld School of Law was recognized as the "Top 10 Promising Law Colleges in India-2017" by popular Magazine 'Higher Education Review'

Unitedworld School of Law won the "Top 10 Law Institute Legal Aid Cell" Award in the recently held 3rd National Conference on Human Rights and Gender Justice organized by knowledge steez and Indian Institute of Law

As part of the Hall of Fame Hons., Unitedworld School of Law, Karnavati University, was awarded "IP Emerging Campus of the year(Legal)- 2018" by IPPO for having contribution in spreading the awareness in the field of IP

Unitedworld Institute of Design joins the top league of world-class Design Institutes to be granted Full membership of Cumulus - The International Association of Universities and Colleges of Art, Design and Media in 2018

Unitedworld Institute of Design became a proud Member of World Design Organization in 2018

Unitedworld Institute of Design receives an Award for Best Design Institute at Asia Education Summit 2016

Unitedworld Institute of Design won the D Designer award



# NOTES