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**GOVERNMENT OF PUNJAB  
DEPARTMENT OF HIGHER EDUCATION  
EDUCATION-1 BRANCH**

To

1. Vice Chancellor,  
Panjab University Chandigarh,
2. Vice Chancellor,  
Guru Nanak Dev University Amritsar.
3. Vice Chancellor,  
Punjabi University Patiala.

Memo No 602846:DPIHE-COLS/16/2023-COLEDU-DPI-HE/I/777787/2024  
Dated, Chandigarh: 07/02/2024

Subject: Starting of Employment Oriented Professional Courses in Government Colleges of Punjab from the Academic Session 2024-25 under Self-finance mode .

The Department of Higher Education and Languages, Government of Punjab has given the approval to start the following employment oriented Professional Courses in Government Colleges of Punjab from the Academic Session 2024-25 under self finance mode:

Sr. No	Name of the Course ( 4 years /Diploma / Advance Diploma / Degree / Hons Degree Programme)
1.	B.Sc Hons ( Logistics and Supply Chain Management) Or B.B.A Hons ( Logicstics and Supply Chain Management)
2.	BSc ( Data Analytics)
3.	B.A Asthetics and Beauty Therapy
4.	B.A ( Digital Media and Design)
5.	B.A ( Visual Arts)
6.	B.A ( Audio Video Recording, Animation and Photography )
7.	PG Diploma in Radio Jockeying
8.	B.B.A ( Business Innovations and Entrepreneurship )
9.	B.B.A (Banking Financial Services and Insurance)
10.	B.B. A ( Digital Retail Marketing)
11.	B.A (Hons) Journalism with Media studies
12.	B.B.A (Business Process -Reengineering and Management
13.	B.Com ( Tax Planning and Management)
14.	B.Sc ( Medical and Lab Technology)
15.	B.Sc ( Event Management)
16.	B.Sc ( Travel and Tourism)
17.	B.B.A ( Hospital Management)

2. The List of colleges (along with the courses) in which these courses has been approved is given in Annexure A.

3. The Universities are required to prepare the detailed curriculum of these courses by 31<sup>st</sup> May of 2024 and grant the affiliation to start these courses from the academic session 2024-25.

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4. The Broad guidelines to start these courses are as under:
- These courses will be run under self-finance scheme under the Higher Education Institute societies in the Government colleges with 30% lesser fee than the fee charged by the private institutions and Universities.
  - All the expenses of the course regarding running cost and payment to the faculty will be paid out of the fee collected from the students. The gradual increase of fee of 5% will be charged from the students.
  - For Professional courses listed above four faculty member each will be required and as far as possible they will be paid Minimum of the UGC Scale (This may vary as per the availability of the finances generated from the funds collected from the fee from these courses). The funds collected from the fee of these courses will be used for the payment to the faculty. The faculty requirements for the faculty of these courses will increase gradually but to start with minimum two faculty members will be hired for every course. Faculty will be hired under Higher Education Institute societies as all these courses are IT and digital based.
  - The faculty will be hired by the Higher Education institute societies of these colleges after following the due procedure and as per the norms of the higher education institute societies.
  - Government Colleges starting these courses will sign and Memorandum of understanding (MOU) with Industry partner for providing training to the students during and after the course.
  - All the Principals/DDO's of Government Colleges will apply to the respective universities for getting the affiliation of these courses and complete the formalities by 31<sup>st</sup> of March, 2024.
  - The Universities will extend the date for applying for getting affiliation to these courses till 15<sup>th</sup> of April, 2024


Dated, Chandigarh  
25.01.2024

Kamal Kishor Yadav, IAS  
Secretary to Government of Punjab  
Department of Higher Education and Languages.

Endt. No 602846:DPIHE-COLS/16/2023-COLEDU-DPI-HE/  
Dated, Chandigarh: 07/02/2024

Copy of the above is forwarded to the following for immediate compliance and necessary action

1. Director, Higher Education, Government of Punjab
2. Registrar, Panjab University Chandigarh
3. Registrar, Guru Nanak Dev University Amritsar
4. Registrar, Punjabi University, Patiala
5. Principals of All Government Colleges of the Punjab

  
Joint Secretary,  
Higher Education and Languages  
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ANNEXURE A

COURSES DETAILS AND PROPOSED COLLEGES WHERE THE COURSES WILL BE STARTED

Sr. NO	NAME OF THE COURSE	PROPOSED COLLEGES WHERE THESE COURSES MAY BE STARTED	RATIONALE AND UTILITY OF THE COURSE
1.	BSc (Logistics and Supply Chain Management Or B.B.A (Logistics and Supply Chain Management))	<ol style="list-style-type: none"> <li>Government College Ludhiana (East)</li> <li>SCD Government College Ludhiana</li> <li>Government College Buta Mandi Jalandhar</li> <li>Government Rajindra College Bathinda</li> <li>Government Bikram College of Commerce Patiala</li> <li>Government College Ropar</li> <li>SR Government College for Women Amritsar</li> <li>Government College Kapurthalla</li> <li>Government College Nayanangl</li> <li>Government College Muktsar</li> </ol>	<p><b>Why Logistics and Supply Chain Management?</b></p> <p>The last few decades have seen tremendous growth in world trade: Products are manufactured in one place, then shipped and sold in other places all over the world. Globalisation has been the major driver of economic growth.</p> <p>That means that for many large organisations, managing their supply chains has become increasingly important. In fact, many of the world's most successful businesses owe their success to efficient supply chain management.</p> <p>Career perspectives are ideal for graduates with a degree in Logistics and Supply Chain anagement or Logistics. Expect to work in a fascinating context with many international assignments. And things are going to become even more exciting in the coming years and decades: Innovations like autonomous warehouses, self-driving trucks and ships, drones, or even Hyperloop will certainly shake things up. A university education focusing on supply chain management will guarantee plenty of job options!</p> <p><b>Ludhiana:</b> Ludhiana is the Logistics hub of Punjab. Logistics companies in Ludhiana have the expertise and experience in handling the transportation,</p>

			<p>warehousing and distribution of goods. They have specialized knowledge in areas such as route optimization, freight management and customs regulations. Partnering with freight forwarders in Ludhiana can provide your business with access to this expertise.</p> <p><b>Top Logistics Companies in Ludhiana:</b></p> <ol style="list-style-type: none"> <li>1. WAREIQ</li> <li>2. BRC Supply Chain Services</li> <li>3. M PRIMEX LOGISTICS</li> <li>4. Dei Gratia Shipping Agencies</li> <li>5. Go Speed E Logistics</li> </ol> <p>What Logistics Companies in Ludhiana offer:</p> <p><b>Logistics companies in Ludhiana offer a range of services, such as:</b></p> <ul style="list-style-type: none"> <li>- Transportation</li> <li>- Warehousing</li> <li>- Freight forwarding</li> <li>- Customs clearance</li> <li>- Supply chain management</li> </ul> <p>Amritsar:</p> <p>KLR CARgo Movers Shore to Shore Logistics V Trans India Private Limited Indo Arya Central Transport Limited Universal Goods Career CARAVAN Roadways FlyJAC Logistics</p>
2.	BSC (Data Analytics)	<ol style="list-style-type: none"> <li>1. Government College for Girls Ludhiana</li> <li>2. Government Rajindra College Bathinda</li> <li>3. Government College Mohali</li> <li>4. Government College Gurdaspur</li> <li>5. Government College Raikot</li> </ol>	<p>B.Sc. Data Analytics (also known as B.Sc. Data Science &amp; Analytics) will be a Four-year undergraduate degree programme where the candidates will be taught about various aspects concerning inspection, cleansing, transformation, and remodelling of the data to extract useful information. This deduced information is further used for better decision-making.</p>

		<p>6. Government College Sangrur</p> <p>7. Government Brijendra College Faridkot</p> <p>8. Government College Buta Mandi Jalandhar</p> <p>9. Government College Ludhiana (East)</p>	<p>With companies having excessive data, the whole process of managing, storing, and interpreting data for useful information is very important but a bit difficult. That is why qualified and experienced data analysts are given the responsibility of doing the same. And the onus of producing such professionals is on the Best B.Sc. Data Science Graduates.</p> <p>Career Scope after completing B.Sc. Data Analytics:</p> <p>Data Scientist, Process Analyst, Data Solutions Analyst, Web &amp; Social Media Analyst, CRM Analyst: To wind it up, B.Sc. Data Analytics is a degree with voluminous career scope in more than one industry. There are various industries today that subsume a wide array of businesses and businesses need analytics to thrive and perform better.</p>
3.	BA Aesthetics and Beauty Therapy	<p>1. Government College for Girls Patiala</p> <p>2. Government College Mandi Gobindgarh</p> <p>3. SR Government College for Girls Amritsar</p> <p>4. Government College Gurdaspur</p> <p>5. Government College Ladhupur</p> <p>6. Government College Sidhpur</p> <p>7. Government College Raikot</p> <p>8. Government College Roshanwala</p>	<p>Beauty therapy and Aesthetics courses for those who want to establish themselves as cosmetologists, estheticians, Hair designer and Makeup Artist. These courses cover basic to advanced levels of cosmetology training in beauty, hair designing, makeup and nail art.</p>

		9. Government College Abohar 10. Government College Derabassi 11. Government Shiwalik College nayanangal . 12. Government College Mukhlinana 13. Government College Dholbaha 14. Government College Sukhchain Balluana 15. Government College Machiwara 16. Government College Guru ka Khooh Munne	
4.	B.A Digital Media and Design	1. Government Rajindra College Bathinda 2. Government Mohindra College Patiala 3. Government College for Girls Ludhiana 4. Government College Ludhiana (East) 5. Government College Malerkotla 6. Government College Raikot 7. Government Rajindra College Bathinda 8. Government College Ropar 9. Government Ranbir College Sangrur 10. Government College for Girls	<p>The Course will prepare students for careers in graphics, illustration, typography, web design, image processing, motion graphics, animation, and digital marketing</p> <p>The program will emphasize on creativity and innovation. Students will be given a strong conceptual base by training them to work with traditional print media tools</p>

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		<p>Malerkotla</p> <p>11. Government Brijendra College Faridkot</p> <p>12. Government College Machiwara</p>	
5.	B.B.A (Business Innovations and Entrepreneurship)	<p>1. Government College Ludhiana East</p> <p>2. SCD Government College Ludhiana</p> <p>3. Government College for Women Amritsar</p> <p>4. Government College Machiwara</p> <p>5. Govt Rajindra College Bathinda</p> <p>6. Government Bikram College of Commerce Patiala</p>	<p>BBA in Innovation and Entrepreneurship strives to ignite the spirit of the entrepreneur among the students and makes them ready to start their own ventures or scale up their family businesses. It helps in developing and strengthening an entrepreneurial mind-set which is critical to success. The course enables a transformative process as the students are involved in ideation, validation, development, and commercialization of entrepreneur's innovative ideas. The course aids in comprehending moral concerns associated with business ownership and the obligation to both investors and employees. It provides a strong platform to assist budding entrepreneurs to understand the various dimensions of running a business with inclusion of courses such as management of financials, accounting, marketing strategies, information systems, project management, insights into entrepreneurship through case studies, family business management and venture capital.</p>
6.	B.B.A (Banking Financial Services and Insurance)	<p>1. Government Bikram College of Commerce Patiala</p> <p>2. Government Rajindra College Bathinda</p> <p>3. Government</p>	<p>BBA in Banking &amp; Financial Services is designed primarily for those who want to work in the financial services industry. The program's goal is to provide you with the skills and experience needed to advance careers</p>

		<p>College Ropar</p> <p>4. SCD Government College Ludhiana</p> <p>5. Government Mohindra College Patiala</p> <p>6. Government College Mohali</p> <p>7. Government Shiwalik College Nayanangla</p> <p>8. Government College Ropar</p> <p>9. Government College Gurdaspur</p> <p>10. Government College Hoshiarpur</p>	<p>in the fast-growing finance industry. By joining this program, you would be able to develop competencies in domains like accounting, law, statistics, economics, and financial markets, to name a few. With a BBA degree, with a specialization in financial services, you would be well-qualified to adapt to changes in the agile business environment and succeed as a corporate employee or an entrepreneur.</p>
7.	PG Diploma in Radio Jockeying	<p>1. Government Mohindra College Patiala</p> <p>2. Government Rajindra College Bathinda</p> <p>3. SCD Government College Ludhiana</p> <p>4. SR Government College Amritsar</p> <p>5. Government College Bootan Mandi</p>	<p>Radio Jockeying is one of the most creative, exciting and dynamic career options of the present times. This is no less than a golden opportunity for students who are inclined towards creative writing and are equally eloquent. The popularity of this area can be gauged from the fact that popular radio jockeys enjoy celebrity status in society. In the past two decades, the influence of radio jockeys in the field of radio production has grown to such an extent that it has become a hallmark of the sector.</p>
8.	B.B. A ( Digital Retail Marketing)		<p>As the name of the program suggests, this program aims to prepare you with the knowledge and skills in retail. The science of retail involves purchasing, marketing, merchandising, operations, inventory control and staff management. The core curriculum of this program comprises topics, such as retail supply chain management, retail</p>

			<p>customer care and computer technology, among others. As the international market continues to grow and new products are introduced constantly, the need for trained people in retail is growing rapidly. Graduates in retail management would have opportunities to work as retail managers, merchandisers, apparel sourcing managers and independent retail consultants. The graduates of this program may also start a business and open their retail stores.</p>
9.	B.A (Hons) Journalism with Media studies	<ol style="list-style-type: none"> <li>1. SCD Government College Ludhaia</li> <li>2. Government College Ropar</li> <li>3. Government Rajindra College Bathinda</li> <li>4. Government College Mohali</li> <li>5. Government College for women Amritsar</li> </ol>	<p>BA (Hons) Journalism with Media Studies degree course will offer students a critical understanding of the media field while providing a grounding in journalism disciplines and techniques.</p> <p>The students will learn from published media researchers and expert journalists, as well as using professional-grade media analysis and production facilities. They will also develop transferable skills and will be able to use in any profession.</p> <p>With the option of taking industry placements and the National Council for the Training of Journalists (NCTJ) qualifications, they can tailor their study on this course to fit your ideal journalistic or media career.</p> <p><b>Career and Opportunities:</b> Writers, journalists, and media professionals are needed across a wide range of sectors, with communications and marketing being the most popular. Due to the shift to digital and online platforms to adapt to the pandemic, this demand has grown. The</p>

			non-specialist skills you'll graduate with will also help widen your career options.
10.	B.A ( Visual Arts)	<p>1. Swaroop Rani Government College for Women Amritsar</p> <p>2. Government College for Girls Ludhiana</p> <p>3. Government College for Girls Patiala</p> <p>4. Government College Ropar</p> <p>5. Government College Ludhiana (East)</p>	<p>In a B.A (Visual Arts) Programs, majors and minors Students will study across many areas in contemporary art, including ceramics, glass, jewellery, painting, photography, print media, screen arts and sculpture In the combined degree, you will also take a major from a range of majors offered across the University, and complete advanced coursework units, including a substantial research, community, industry or entrepreneurship project, or an honours project in the final year.</p> <p><b>Career possibilities</b> Artist, arts writer, craftsperson, curator, digital artist, art educator (with further tertiary qualifications), exhibition designer, filmmaker, illustrator, painter, product designer, sound artist, web and multimedia designer</p>
11.	B.A ( Audio Video Recording ,Animation and Photography )	<p>1. Government College Ludhiana (East)</p>	<p>Photography is both a science and an art; an artistic means of expression in which the camera replaces the pen or the paintbrush. Photography is divided into many streams each generating numerous job opportunities. With the boom in advertising, media and the fashion industry, photography has emerged as a lucrative and thrilling career option to many Indian youths. Students looking to build a career in this field need to start by pursuing a bachelor's degree in photography. Bachelor of arts in photography is a three-year undergraduate degree programme. The programme is offered in a full-time mode by various institutes offering this</p>

			programme. After completing the programme aspiring candidates can find themselves working as different photographers according to their specialisations.
12.	B.B.A (Business Process - Reengineering and Management)	1. Government College Derabassi 2. Government College Hoshiarpur 3. Government College Machiwarra 4. Government College for Women Amritsar	Business Process Re-Engineering and Management (BPM) is the practice of designing, executing, monitoring and optimising business processes. This degree is designed to meet the high employment demand in the management of organisational business processes. This programme will provide you with the necessary conceptual and application skills for the industry. Pursuing a Business Process Management program will assist you in developing new and advanced business processes to achieve organisational goals, combine appropriate technologies for better analysis and work effectively in both individual and team environments. On completion of this program, employment in the management industry for handling business processes is the most promising avenue once you complete this degree programme.
13.	B.Com ( Tax Planning and Management) Hons	1. Government College Ropar 2. Government Rajindra College Bathinda 3. Government College for Girls Ludhiana 4. Government College Muktsar 5. Government Mohindra College Patiala 6. Government College	B.Com (Taxation) is an undergraduate academic as well as a professional degree which is awarded after successful completion of a 4 years years program or course that generally covers the study of principles of accounting, financial planning and economic theory along with a specialized focus on taxation which is termed As a process of imposing financial charge (tax) on the citizens who earn 'taxable' income. In other words,

		<p>for Girls Patiala</p> <p>7. Government College Sangrur</p> <p>8. Government College Gurdaspur</p>	<p>B.Com (Taxation) is a degree program in which, apart from a general course study in Commerce, the primary focus is on the systematic study of the concepts in the specialized subjects and topics related to the fields of taxation and covers all types of taxes including Income tax, Sales Tax VAT Service tax, Property tax, etc and taxation laws and regulations.</p>
14.	B.Sc ( Medical and Lab Technology)	<p>1. Government Mohindra College Patiala</p> <p>2. Government College for Girls Patiala</p> <p>3. Government College Raikot (Burj Hari Singh)</p> <p>4. Government College Hoshiarpur</p> <p>5. Government College Tarantarn</p> <p>6. Government College Gurdaspur</p> <p>7. Government College Roshanwala</p> <p>8. Government College Jalalabad</p> <p>9. Government College Abohar</p> <p>10. Government College Jalandhar</p> <p>11. Government college Nayanangal</p>	<p>B.Sc. in MLT graduates are in high demand in hospitals, clinics, research labs, and other healthcare settings. Students who complete a lab technician course are prepared to work in a variety of laboratory settings, including hospitals, research facilities, and industrial laboratories.</p>
15.	B.Sc ( Event Management)	<p>1. Government College for Women Amritsar</p> <p>2. Government College Ludhiana</p> <p>3. Government Rajindra College Bathinda</p> <p>4. Government College Bootan Mandi Jalandhar</p>	<p>This program typically focuses on planning, developing and managing live events from sports and tradeshows to art festivals and cultural gatherings. Courses may address business management education and diverse types of tourism as well cross-cultural and interpersonal understanding.</p>

		5. Government College for Girls Ludhiana	
16.	B.Sc ( Travel and Tourism)	1. Government College Mohali 2. SR Government College for Women Amritsar 3. Government College Ropar 4. Government College Bathinda 5. Government Mohindra College Patiala	<p>B.Sc (Tourism &amp; Travel Management) or Bachelor of Science in Tourism &amp; Travel Management is an Under-Graduate Travel and Tourism course. Tourism Management is the study and analysis of the trends in the tourism industry. The Bachelor of Science course in Tourism &amp; Travel Management prepares the students with the skills, knowledge, and leadership qualities required to succeed as professionals in the tourism industry.</p> <p>Travel and Tourism is the aggregation of all the leisure, comfort, and business travel products and activities provided by suppliers, including the airlines, hotels, car rental agencies, cruise lines, travel agencies, tour operators, gaming casinos, restaurants, railways, motor coaches, and theme parks. The Bachelor of Science course in Tourism &amp; Travel Management comprises chiefly fundamentals, history, business statistics, aviation management, and business regulatory framework of tourism.</p>
17.	B.B.A ( Hospital Management)	1. SCD Government College Ludhiana 2. Government College Bootan Mandi 3. Government Rajindra College Bathinda 4. Government College Ropar 5. Government Brijendra College Faridkot 6. Sr Government College Amritsar 7. Government College for Girls Patiala 8. Government College Mohali	<p>The course focuses on aspects of management of healthcare services in hospitals, nursing homes, clinics, diagnostic centres and other institutions related to the healthcare industry.</p>