



Celebrating 50 Years of Excellence

Symbiosis School for Online and Digital Learning, Pune Diploma in Health Communication Programme Structure 2023-24

1.	OBJECTIVE	<p>1. To equip healthcare and non-healthcare professionals working in the healthcare sector with effective communication skills.</p> <p>2. To adopt comprehensive communication strategy to improve the quality of healthcare which further improves community participation.</p> <p>3. To integrate behavior change and risk communication strategies in public health campaigns</p> <p>4. To impart practical skills to support health communication in a consistent way.</p>			
2.	DURATION (IN MONTHS)	12 (Open and Distance Learning)			
3.	INTAKE	100			
4.	RESERVATION	Not Applicable			
5.	ELIGIBILITY	Candidate should be a graduate from any recognized university/ institute.			
6.	SELECTION PROCEDURE	Verification of Eligibility Norms			
7.	MEDIUM OF INSTRUCTION	English			
8.	PROGRAMME PATTERN	Annual			
9.	COURSE & SPECIALIZATION	As per Annexure A			
10.	FEE		Academic Fee p.a	Institute Deposit	Total
	Indian Students (Amount in INR)		35000	0	35000
	International Students	NRI/ PIO/ OCI Category (Amount in US\$)	0	0	0
		Foreign National Category (Amount in US\$)	0	0	0
11.	ASSESSMENT	Each course will have continuous assessment of 70 % and term end assessment of 30% of total marks except campus contact session.			
12.	STANDARD OF PASSING	<p>Candidate should secure at least 50% passing in continuous assessment and term end assessment separately.</p> <p>Award of grade towards campus contact session be based on student's attendance to the same as below: AT: Attended AB: Not attended</p> <p>The student who fails to attend the campus contact session shall not be eligible for award of Diploma since this mandatory academic criterion is not fulfilled.</p> <p>The Class is awarded based on the performance of the student in continuous & term end assessment.</p>			

		Percentage Range	Class					
		50.00 to 54.99%	Second Class					
		55.00 to 59.99%	Higher Second Class					
		60.00 to 69.99%	First Class					
		70% and above	First Class with Distinction					
13.	AWARD OF DIPLOMA	Diploma in Health Communication will be awarded at the end of program by taking into consideration the performance in all academic criteria.						
14.	CLASSIFICATION OF MARKS							
Year	Generic Core	Generic Elective	Specialization Core	Specialization Elective	Open Elective	Non-Letter Grade Mandatory Course/s	Non-Letter Grade Audit Course/s	Total
Common								
1	30	0	0	0	0	0		30
Total	30	0	0	0	0	0		30



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Annexure A

Catalog Course Code	Course Code	Course Title	Specialization	Credit	Continuous Assessment	Term End Assessment	Total Marks
Year : 1							
Generic Core Courses							
D4206	0407850101	Case Study		4	70	30	100
D4189	0407850102	Contemporary Approaches to Patient Relationship		4	70	30	100
D4187	0407850103	Ethical Communication & Research		4	70	30	100
D4167	0407850104	Healthcare Leadership & Management		4	70	30	100
D4192	0407850105	Introduction to Health Communication		4	70	30	100
D4191	0407850106	Media & Health Advocacy		4	70	30	100
D4190	0407850107	Writing for Health & Medicine		4	70	30	100
D4188	0407850108	Crisis & Reputation Management		2	35	15	50
D4800	0407850109	Campus Contact Session		0	0	0	Non - Letter Grade Mandatory
Total				30	525	225	750



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Year	Continuous Assessment	Term End Assessment	Total Marks	Total Credits
Year 1	525	225	750	750
Total	525	225	750	750