



SIMC

Symbiosis  
Institute of  
Media and  
Communication  
(SIMC - Pune)

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Symbiosis Institute of Media And Communication

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**Prof. Ruchi Jaggi**  
Director

**Director Profile:**

Prof. Ruchi Jaggi completed her post-graduation in Mass Communication from Panjab University Chandigarh. She qualified UGC-NET in the year 2004 and is currently pursuing her PhD at the Department of Communication Studies, Savitribai Phule Pune University. Prof. Jaggi has been teaching undergraduate and postgraduate courses for almost 12 years now. Her areas of specialization are Culture Studies, Communication Theories and Qualitative Research Methodology. Her research interests include media representations, popular culture analysis, gender studies, television studies, and emerging discourses of identity on new media. She has authored two text books, several book chapters and has published her research work extensively in national and international journals. She is a member of several international consortiums on media and communications research as well as on the editorial boards of reputed journals and conferences.

**Institute Profile:**

We are the premier pure-play Media & Communication School nurturing and developing future leaders in the following:

- creative content generation (MAMC) and
- managing creative businesses- MBA(CM).

We bridge the traditional and the contemporary; with our feet on the ground and fingers on the pulse. That is why our curriculum has both research and digital tracks built into it.

We have carefully built an ecosystem that allows for contrasting opinions, methods and processes to co-exist and deliver. Co-locating instruction, exploration, process and instinct, we believe, is a good mix for academic progress.

We are also the largest Post graduate institute in the Media and communication space. Each one of our specialization areas is either ranked 1 or 2 as per published rankings.

**Programme Profile:**

**Name of the Programme:**

Master of Business Administration (Communication Management)

Master of Arts (Mass Communication)

**Duration:**

2 Years Fulltime

**Intake:**

MBA (Communication Management): 120

MA (Mass Communication): 60

**Eligibility:**

Candidate should be a graduate from any statutory university with a minimum of 50% marks (45% for SC/ST) at graduation level.

Candidates appearing for final year examinations can also apply, but their admission will be subject to obtaining a minimum of 50% marks (45% for SC/ST) in the qualifying examination.

**IMPORTANT:** It is the responsibility of the Candidates to ascertain whether they possess the requisite qualifications for admission. Having been admitted provisionally does not mean acceptance of eligibility. Final eligibility for admission will be decided by Symbiosis International University.

**Reservation of Seats:** As per University norms

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Group Photograph of ICMAC - 2016 International Conference on Media & Communication - 2016







Welcoming  
Mr. Shatrughan  
Sinha

## Important Dates

Important Dates for Admission Cycle - MBA(CM) Programme - Batch 2017-19 : Phase I	
SIMC Online Registration Starts	Monday, August 22, 2016
SNAP Test	Sunday, December 18, 2016
SNAP Result	Monday, January 9, 2017
SIMC Online Registration Closes	Thursday, January 12, 2017
SIMC Last Date of Payment	Monday, January 16, 2017

Important Dates for Admission Cycle - MBA(CM) Programme - Batch 2017-19 : Phase II	
Shortlist of Candidates for GE - PIWAT	Tuesday, January 24, 2017
SIMC Group Exercise - Personal Interaction (GE-PIWAT)	Fri-Sat-Sun-Mon, February 10, 11, 12, 13, 2017
Announcement of First Merit List	Wednesday, February 22, 2017
Last Date of Fee Payment of First Merit List (1st Installment)	Saturday, March 4, 2017
Orientation Programme	1st week of June 2017

### DISCLAIMER:

These dates are tentative and are subject to change. Any changes will be reflected on institute website: <http://www.simc.edu/>

### Orientation and Pedagogy:

SIMC endeavours to create skilled and trained media professionals to suit the dynamism of the creative businesses industry with its media communication courses. In order to garner a holistic perspective of the fast-changing trends in the market, classroom sessions are aided by live case studies and opportunities to work on industry projects. The students are encouraged to develop a research mindset under the guidance of experts who elaborate on research and its advancements in specialized domains. Appreciating the vast reach of the virtual platform, the institute has integrated digital courses across all three specializations namely Brand Communication, Public Relations and Media management. Thus SIMC's pedagogy is fourfold: Theory, case studies, research and practical applications.

At SIMC, we ensure that the learning is not limited to the classroom and to live up to the promise, we arrange for visiting faculty and industry expert symposiums. One of the unique features of the pedagogy is, connect of the curriculum with the industry where 40% of the sessions in a course are taught and the courses are validated externally, which also involves activities that require students to move beyond their comfort zones.

Constant innovation and blended learning are our mantra which is fueled by the feedback, conducted at regular intervals, for faculty and students.

SIMC, thus believes in engaged pedagogy that welcomes the students to contribute with their point of views in front of the class. This process, not only brings to focus the various perspectives of several mindsets, but also makes learning an informative as well as a transformative experience.

The assessment too, following the Bloom's taxonomy, is done in a way that makes sure that the students get to understand their strong and weak points, so as to assure an improvement in their performance in the days to come.

All in all, with an experienced faculty pool and prominent media personalities as guest lecturers, the delivery of the media communication courses are crisp and well defined that provides foundational and experiential knowledge of the media industry.

## Fee Structure

<b>Programme Fees For MBA - CM (Indian Students)</b>	<b>Amount in ₹</b>
Academic Fees ( <i>Per Annum</i> )	4,15,000
Institute Deposit ( <i>Refundable</i> )	35,000
<b>Programme Fees For MA (MC) - Journalism (Indian Students)</b>	<b>Amount in ₹</b>
Academic Fees ( <i>Per Annum</i> )	3,30,000
Institute Deposit ( <i>Refundable</i> )	35,000
<b>Programme Fees For MA (MC) - Audio Visual (Indian Students)</b>	<b>Amount in ₹</b>
Academic Fees ( <i>Per Annum</i> )	3,75,000
Institute Deposit ( <i>Refundable</i> )	35,000
<b>Programme Fees For MBA - CM (International Students)</b>	<b>USD equivalent to INR</b>
Academic Fees ( <i>Per Annum</i> )	6,25,000
Institute Deposit ( <i>Refundable</i> )	35,000
Administrative Fees ( <i>Non Refundable</i> )	40,000
<b>Programme Fees For MA (MC) - Journalism (International Students)</b>	<b>USD equivalent to INR</b>
Academic Fees ( <i>Per Annum</i> )	4,95,000
Institute Deposit ( <i>Refundable</i> )	35,000
Administrative Fees ( <i>Non Refundable</i> )	40,000
<b>Programme Fees For MA (MC) - Audio Visual (International Students)</b>	<b>USD equivalent to INR</b>
Academic Fees ( <i>Per Annum</i> )	5,65,000
Institute Deposit ( <i>Refundable</i> )	35,000
Administrative Fees ( <i>Non Refundable</i> )	40,000

<b>**Hostel and Mess Fees for Indian &amp; International Students. (Subject to change campus and accommodation type wise, e.g. Single Sharing, Twin Sharing, Triple Sharing, Four Sharing, Dormitory)</b>	<b>Amount in ₹ (For Indian Students)</b>	<b>USD equivalent to INR (For International Students)</b>
Mess Fees ( <i>Per Annum</i> )	50,000	50,000
Hostel Deposit ( <i>Refundable</i> )	15,000	15,000
Hostel Fees (Different, Subject to Sharing, Per Annum)		
Single (Only for differently abled students.)	80,000	80,000
**Twin Sharing	80,000	80,000
**Three Sharing	70,000	70,000
**Four Sharing	55,000	55,000
**Dormitory	40,000	40,000
** Hostel / Mess Fees could increase by 10% annually.		

Instalments for MBA - CM (Indian Students)	1st Year (Amount in ₹)		2nd Year (Amount in ₹)	
	1st Instalment	2nd Instalment	3rd Instalment	4th Instalment
Academic Fees (Per Annum)	2,65,000	1,50,000	2,65,000	1,50,000
Institute Deposit (Refundable)	35,000			
Hostel Deposit (Refundable)	15,000			
**Hostel Fees (Per Annum)	70,000		70,000	
**Mess Fees (Per Annum)	50,000		50,000	
Installments	<b>4,35,000</b>	<b>1,50,000</b>	<b>3,85,000</b>	<b>1,50,000</b>
Installments pay by date	At the time of Admission	30-Nov-2017	31-Jul-2018	30-Nov-2018
<b>Instalments for MA (MC) - Journalism (Indian Students)</b>				
Instalments for MA (MC) - Journalism (Indian Students)	1st Year (Amount in ₹)		2nd Year (Amount in ₹)	
	1st Instalment	2nd Instalment	3rd Instalment	4th Instalment
Academic Fees (Per Annum)	1,90,000	1,40,000	1,90,000	1,40,000
Institute Deposit (Refundable)	35,000			
Hostel Deposit (Refundable)	15,000			
**Hostel Fees (Per Annum)	35,000	35,000	35,000	35,000
**Mess Fees (Per Annum)	25,000	25,000	25,000	25,000
Installments	<b>3,00,000</b>	<b>2,00,000</b>	<b>2,50,000</b>	<b>2,00,000</b>
Installments pay by date	At the time of Admission	30-Nov-2017	31-Jul-2018	30-Nov-2018
<b>Instalments for MA (MC) - Audio Visual (Indian Students)</b>				
Instalments for MA (MC) - Audio Visual (Indian Students)	1st Year (Amount in ₹)		2nd Year (Amount in ₹)	
	1st Instalment	2nd Instalment	3rd Instalment	4th Instalment
Academic Fees (Per Annum)	2,30,000	1,45,000	2,30,000	1,45,000
Institute Deposit (Refundable)	35,000			
Hostel Deposit (Refundable)	15,000			
**Hostel Fees (Per Annum)	35,000	35,000	35,000	35,000
**Mess Fees (Per Annum)	25,000	25,000	25,000	25,000
Installments	<b>3,40,000</b>	<b>2,05,000</b>	<b>2,90,000</b>	<b>2,05,000</b>
Installments pay by date	At the time of Admission	30-Nov-2017	31-Jul-2018	30-Nov-2018

Instalments for MBA - CM (International Students)	At the time of acceptance of 'Offer Letter' (USD equivalent to INR)	1st Year (USD equivalent to INR)		2nd Year (USD equivalent to INR)	
		1st Instalment	2nd Instalment	3rd Instalment	4th Instalment
Administrative Fees (Non Refundable)	40,000				
Academic Fees (Per Annum)	30,000	3,45,000	2,50,000	3,75,000	2,50,000
Institute Deposit (Refundable)	35,000	35,000			
Hostel Deposit (Refundable)		15,000			
**Hostel Fees (Per Annum)		70,000		70,000	
**Mess Fees (Per Annum)		50,000		50,000	
<b>Installments</b>	<b>1,05,000</b>	<b>5,15,000</b>	<b>2,50,000</b>	<b>4,95,000</b>	<b>2,50,000</b>
Installment Pay by Date		At the time of Reporting to SCIE	30-Nov-2017	31-Jul-2018	30-Nov-2018

Instalments for MA (MC) - Journalism (International Students)	At the time of acceptance of 'Offer Letter' (USD equivalent to INR)	1st Year (USD equivalent to INR)		2nd Year (USD equivalent to INR)	
		1st Instalment	2nd Instalment	3rd Instalment	4th Instalment
Administrative Fees (Non Refundable)	40,000				
Academic Fees (Per Annum)	30,000	2,80,000	1,85,000	3,10,000	1,85,000
Institute Deposit (Refundable)	35,000				
Hostel Deposit (Refundable)		15,000			
**Hostel Fees (Per Annum)		70,000		70,000	
**Mess Fees (Per Annum)		50,000		50,000	
<b>Installments</b>	<b>1,05,000</b>	<b>4,15,000</b>	<b>1,85,000</b>	<b>4,30,000</b>	<b>1,85,000</b>
Installment Pay by Date		At the time of Reporting to SCIE	30-Nov-2017	31-Jul-2018	30-Nov-2018

Instalments for MA (MC) - Audio Visual (International Students)	At the time of acceptance of 'Offer Letter' (USD equivalent to INR)	1st Year (USD equivalent to INR)		2nd Year (USD equivalent to INR)	
		1st Instalment	2nd Instalment	3rd Instalment	4th Instalment
Administrative Fees (Non Refundable)	40,000				
Academic Fees (Per Annum)	30,000	3,25,000	2,10,000	3,55,000	2,10,000
Institute Deposit (Refundable)	35,000				
Hostel Deposit (Refundable)		15,000			
**Hostel Fees (Per Annum)		70,000		70,000	
**Mess Fees (Per Annum)		50,000		50,000	
<b>Installments</b>	<b>1,05,000</b>	<b>4,60,000</b>	<b>2,10,000</b>	<b>4,75,000</b>	<b>2,10,000</b>
Installment Pay by Date		At the time of Reporting to SCIE	30-Nov-2017	31-Jul-2018	30-Nov-2018





## Programme Structure

### SIMC-Pune (MBA – CM)

#### Brand Communication, Public Relations, Marketing & Media Analytics, Media Management

##### Semester I

- Business Statistics
- Advanced Business Communication
- Marketing Management
- Management Perspective in Media and Communication Businesses
- Introduction to Case Based Learning
- Managerial Economics
- Media and Communication Industry Overview
- Communication Theories & Culture
- Research Methodology
- Organizational Behaviour
- Design Technology and Photography Workshop

\*Integrated Disaster Management

##### Semester II Brand Communication

- Sales and Distribution Management
- Marketing Research
- Integrated Marketing Communications
- Consumer Behavior and Insights
- Brand Ecology
- Project Management: Communication Industries
- Digital Ecosystem
- Innovation, Creativity and Visual Literacy
- Introduction to Advertising Industry and Advertising Management
- Social Responsibility Project
- Introduction to Syndicated Database and Analysis with Workshop

##### Semester II Public Relations

- Sales and Distribution Management
- Marketing Research
- Integrated Marketing Communications
- Consumer Behavior and Insights
- Brand Ecology
- Project Management: Communication Industries
- Digital Ecosystem
- Advanced PR Writing Skills
- Introduction to Public Relation Industry
- Social Responsibility Project
- Introduction to Syndicated Database and Analysis with Workshop

##### Semester II Marketing & Media Analytics

- Sales and Distribution Management
- Marketing Research
- Integrated Marketing Communications
- Consumer Behavior and Insights
- Brand Ecology
- Project Management: Communication Industries
- Digital Ecosystem
- Business Analytics
- Introduction to Specialized Research and Analytics
- Social Responsibility Project
- Introduction to Syndicated Database and Analysis with Workshop

##### Semester II Media Management

- Sales and Distribution Management
- Marketing Research
- Integrated Marketing Communications

- Consumer Behavior and Insights
- Brand Ecology
- Project Management: Communication Industries
- Digital Ecosystem
- Strategic Media Planning
- Evolution of Media, Media Ethics and Laws
- Media Project I
- Social Responsibility Project
- Introduction to Syndicated Database and Analysis with Workshop

##### Semester III Brand Communication

- Customer Relationship Management
- Marketing Strategies for Brand Communication
- Service Process Management for Agency Businesses
- Digital Communication Solutions
- Rural Marketing
- Sports and Entertainment Marketing
- Specialized Advertising Research
- Advertising Theory and Strategy
- Account Planning Model and Practices
- Communication Design and Evaluation
- Campaign Planning
- Industry Project- I

##### Semester III Public Relations

- Customer Relationship Management
- Marketing Strategies for Brand Communication
- Service Process Management

- for Agency Businesses
- Digital Communication Solutions
- Rural Marketing
- Sports and Entertainment Marketing
- Specialized PR and PR Research
- Event Management
- Strategic PR and Reputation Management
- Corporate Communication
- Campaign Planning
- Industry Project- I

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### Semester III Marketing & Media Analytics

- Customer Relationship Management
- Marketing Strategies for Brand Communication
- Service Process Management for Agency Businesses
- Digital Communication Solutions
- Rural Marketing
- Sports and Entertainment Marketing
- Consumer, Brand and Media Insights
- Marketing Analytics
- Social Media Analytics
- Specialized Qualitative Research and Tools
- Campaign Planning
- Industry Project- I

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### Semester III Media Management

- Customer Relationship Management
- Marketing Strategies for Brand Communication
- Service Process Management for Agency Businesses
- Digital Communication Solutions
- Rural Marketing
- Sports and Entertainment Marketing
- Media Research and Applications
- Economics and Business of

- Media
- Media Investment Management
- Advance Media Planning and Media Innovation
- Campaign Planning
- Industry Project- I

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### Semester IV Brand Communication

- Creativity in Business
- Business Planning for Communication Industries
- Innovative Approaches to Marketing and Marketing Simulations
- Corporate Citizenship
- Retail Marketing Communications
- Industry Project II  
OR
- Design Thinking
- Industry Project II  
OR
- Brand Valuation and Return on Marketing Investments(ROMI)  
OR
- Innovative Communication Solutions
- Business Model for Digital Future
- Managing Creative Enterprises
- Dissertation

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### Semester IV Public Relations

- Creativity in Business
- Business Planning for Communication Industries
- Innovative Approaches to Marketing and Marketing Simulations
- Corporate Citizenship
- Retail Marketing Communications
- Industry Project II  
OR
- Design Thinking
- Industry Project II  
OR
- Brand Valuation and Return on Marketing Investments(ROMI)  
OR
- Innovative Communication Solutions
- Business Model for Digital Future
- Managing Public Affairs and PR Agencies
- Dissertation

### Semester IV Marketing & Media Analytics

- Creativity in Business
- Business Planning for Communication Industries
- Innovative Approaches to Marketing and Marketing Simulations
- Corporate Citizenship
- Retail Marketing Communications
- Industry Project II  
OR
- Design Thinking
- Industry Project II  
OR
- Brand Valuation and Return on Marketing Investments(ROMI)  
OR
- Innovative Communication Solutions
- Business Model for Digital Future
- Advance Communication Research Methods
- Dissertation

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### Semester IV Media Management

- Creativity in Business
- Business Planning for Communication Industries
- Innovative Approaches to Marketing and Marketing Simulations
- Corporate Citizenship
- Retail Marketing Communications
- Industry Project II  
OR
- Design Thinking
- Industry Project II  
OR
- Brand Valuation and Return on Marketing Investments(ROMI)  
OR
- Innovative Communication Solutions
- Business Model for Digital Future
- Managing Media Business
- Dissertation



Students' performance during 'A Cinema Story' with Shatrughan Sinha

## SIMC- P MA (MC)

### Semester I Journalism and Audio-Visual

- Mass Communication Theory
- Digital Photography Concepts
- Film and Television Appreciation
- Audio-Visual Communication
- Perspectives on Indian Media
- The Craft of Writing for Media
- Digital Multimedia and Communication Technologies
- Project I
- \*Integrated Disaster Management

### Semester II Journalism

- Media and Culture Studies
- News Reporting and Editing
- Contemporary India and the World
- Television News – Basic
- Online and Social Media Tools in Journalism
- Advanced Journalistic Writing
- Community Radio
- The Business of Media
- Basic Media Research
- Project - Social Responsibility
- Project II

### Semester II Audio-Visual

- Media and Culture Studies
- Television Genres and Formats
- Advanced Photography, Lighting and Editing

- Basic Video Editing
- Screen Writing
- Camera and Lighting
- Radio Production
- Digital and Multimedia Platforms
- Basic Media Research
- Project - Social Responsibility
- Project II

### Semester III Journalism

- Specialized Reporting
- Current Affairs and Newsroom Management
- Television News – Advanced
- Basics of Finance, Economics and Business Journalism
- Designing Digital Media Interface

### Elective I (Choose any two)

- Democracy and Political Parties
- Regional Journalism
- Entertainment and Lifestyle Journalism

### Elective II (Choose any one)

- Advanced Research Methodology
- Photojournalism and Travel Photography
- Environmental and Investigative News Reporting
- Documentary Film-Making
- Project III

### Semester III Audio-Visual

- Television Programming and Channel Management
- Audio Visual Production Management
- Direction
- Multi-Camera Techniques
- Editing

### Elective I (Choose any two)

- Advanced Camera and Lighting
- Advanced Film Criticism
- Production Design

### Elective II (Choose any one)

- Advanced Research Methodology
- Sound Design
- Allied skills for AV production
- Entertainment and Media Marketing
- Documentary Film-Making
- Project III

### Semester IV Journalism

- Media Laws, Ethics and Policies
- Development Communication and Development Journalism

### Elective III (Choose any one)

- Constitutional Affairs and Elections
- Sports Journalism

#### Elective IV (Choose any one)

- Advanced Business Journalism
  - Health, Environment, Science and Technology Reporting
  - Dissertation/Digital/
  - Multimedia Project
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#### Semester IV Audio-Visual

- AV Post Production – Advanced Editing
- Auteur Studies

#### Elective III (Choose any one)

- Advanced Screenplay Writing and Direction
- Advanced Television Programming

#### Elective IV (Choose any one)

- Graphics and Visual Special Effects
- Specialized Photography
- Dissertation/Digital/
- Multimedia Project

\*Integrated Disaster management is mandatory for the award of degree.

Please visit [www.simc.edu](http://www.simc.edu) for information related to:

- Teaching Faculty including educational qualification(s) and teaching experience
- Learning Resources
- Physical and Academic Infrastructure Facilities
- Co-Curricular and Extra Curricular Activities
- Hostel Accommodation
- Health Care Services

FESTOCOMM with Mr. Manoj Bajpai

