



॥वसुधैव कुटुम्बकम्॥

# SYMBIOSIS INSTITUTE OF MEDIA AND COMMUNICATION

## Symbiosis International (Deemed University)

(Established under Section 3 of the UGC Act 1956)

Re-accredited by NAAC with 'A' Grade (3.58/4) | Awarded category - I by UGC

Founder : Prof. Dr. S. B. Mujumdar M.Sc. Ph.D. (Awarded Padma Bhushan and Padma Shri by President of India)

### SIMC Best Practice 2022-23

#### **Title: Evolution of Corporate Interface Programme in response to domain needs**

##### **Objectives of the Practice**

Corporate Interface has been an integral part of SIMC's co-curricular offering. The objective is to give a wholesome exposure to the students in terms of the latest occurrences and trends in the corporate world. With the idea to make them future ready professionals and ensure better placements. 1. To expose students to innovative and contemporary issues, conversations and developments in the media and communication domain. 2. To utilize student-centric pedagogies, techniques and hands-on training opportunities to inculcate new learning.

##### **The Context**

Till the year 2017, the corporate interface events were centered around the specific 4 specializations in MBA(CM) and the two specializations of the MA(MC) programme. These events were mainly centered on the current issues in the concerned domain and ideological themes like gender. But since 2017, the industry has seen a major shift where experts from each individual sector are dabbling in tasks of other domains as well. Hence, the initiative to expose students of individual domains to activities in the other related domains as well.

##### **The Practice**

Post 2017, the corporate interface events are conducted across specializations and courses. This has been done in face of the evolution in the entire communication industry itself, where. These combined corporate events give our students a holistic perspective of the communications industry thus leading them to become well-rounded industry ready communications professionals instead of only being limited to their specific specialization domain. The topics and themes of the corporate events also underwent an evolution and began to look at the future scenarios. (Details of CIT events attached in a supporting files). In 2018, across all CIT events the themes centered on New Media and Technologies including AI, AR and VR. For example, COMVISAGE was a visualization of the future communication industry, the fifth estate event was about the evolution of new media in the field of news and journalism. The very corporate discussions were then rounded up with theory during the

### **Evidence of Success**

Skilled industry ready students with the right attitude and understanding of the industry they are stepping into. This reflects in the improved placement scenario across courses and specializations. The details included in supporting files.

### **Problems Encountered and Resources Required**

The problems encountered were mainly of logistical nature. In terms of ensuring multiple domain experts were available on the requisite day and to ensure that their presentations were in sync with each other and relevant across domains.



**Dy. Director**

Symbiosis Institute of Media & Communication  
Symbiosis Knowledge Village  
Tal. Mulshi, Lavale, Pune - 412 115.  
Maharashtra, Ph.:020-28116102

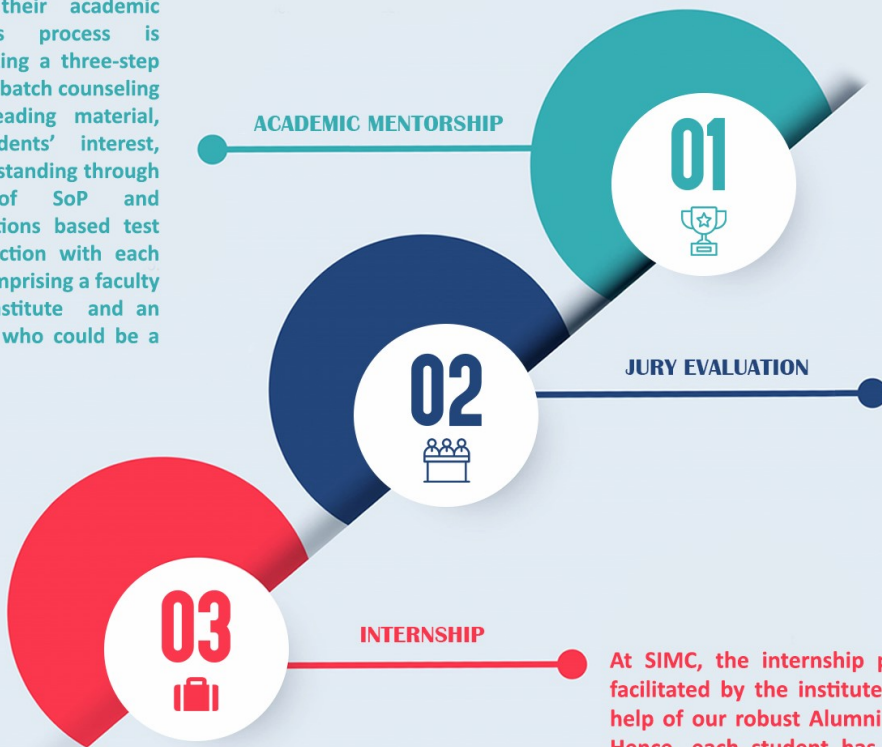


## THE BEST 3-TIER PRACTICE



SIMC follows a rigorous and holistic input-driven mentorship process to help students select their academic specializations. This process is conducted by organizing a three-step process that includes, batch counseling and provision of reading material, assessment of students' interest, motivation and understanding through the submission of SoP and multiple-choice questions based test and individual interaction with each student by a panel comprising a faculty member from the institute and an industry professional who could be a senior alumnus.

  
Media Management  
Brand Communications  
Public Relations



| Batch | Placement % |
|-------|-------------|
| 2017  | 86          |
| 2018  | 90          |
| 2019  | 91          |



SIMC has developed an improved, robust, and sharply focussed jury-based evaluation process, primarily driven towards skill development rather than on the basis of theory-based examinations. Television news, direction, graphics & visual special effects, multi-camera techniques, advanced camera & lighting, advanced photography, are some of the courses with jury-based evaluations.



At SIMC, the internship process is facilitated by the institute with the help of our robust Alumni network. Hence, each student has a faculty mentor and a mentor at the internship organization who gives structured feedback. Post internship, the student is given an opportunity to present the learnings from the internship experience to a panel with a faculty mentor and another industry expert.