



**Symbiosis Institute  
of Media and  
Communication,  
Pune  
(SIMC-Pune)**

**Contact Details of Institute****Symbiosis Institute of Media and Communication, Pune (SIMC)**

Symbiosis knowledge village Gram Lavale

Taluka : Mulshi Pune 412 115 Maharashtra India.

Telephone number : 020-28116100 / 6120 / 088888 64620

Email : [admissions@simc.edu](mailto:admissions@simc.edu)

Website : [www.simc.edu](http://www.simc.edu)



## *Director Profile*

Dr. Ruchi Kher Jaggi, awarded with the 'Women in education Leadership' award 2017 and 2019, has been teaching mass communication and communication management students for over 16 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 the vice - chair of the Media Education and Research section of the International Association of Media and Communication Research. 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. She completed her post-graduation in Mass Communication from Panjab University Chandigarh. She qualified UGC-NET in the year 2004 and has completed her PhD at the Department of Communication Studies, Savitribai Phule Pune University.

### **Dr. Ruchi Kher Jaggi**

Director



## Institute Profile

SIMC is a premier Media and Communication School nurturing and developing future leaders in the following:

- Journalistic and Creative Pursuits :  
MA (Mass Communication) and
- Managing Creative Businesses-  
MBA (Communication Management)

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 country's largest Post Graduate institute in the Media and communication space.

## Programme Profile

### Name of the programme :

1. Master of Business Administration  
(Communication Management)

**Duration :** 2 Years full time residential programme.

**Intake :** 120 students

### Eligibility :

- Candidate should be Graduate from any recognised University/ Candidate should be a graduate from any recognised University/ Institution of National Importance and must have obtained a minimum of 50% marks or equivalent grade (45% marks or equivalent grade for Scheduled Castes/ Scheduled Tribes) at graduation.

- Candidates appearing for final year examinations can also apply, but their admission will be subject to obtaining a minimum of 50% marks or equivalent grade (45% or equivalent grade for Scheduled Castes/ Scheduled Tribes).
- A candidate who has completed qualifying qualification from any Foreign University must obtain an equivalence certificate from Association of Indian Universities (AIU).

**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 (Deemed University).

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

### Important Dates :

Details	Date
SNAP and Programme Registration Begins	24-Sep-20
Last date to Apply for SNAP	28-Nov-20
Last date to pay for SNAP	28-Nov-20
Last Date of Registration & Payment For Institute	27-Jan-21
Declaration of SNAP Result	22-Jan-21
Date of Short Listing	3-Feb-21

Director\_s  
Speech to  
Students and  
Parents





Induction 2019

Details	Date
Date of GE-PIWAT	February 12,13,14, 2021 and March 5, 6, 7, 2021
1st Merit List	23-Mar-21
Last date of Payment for 1st Merit List	8-Apr-21
Programme Commencement Date	July, 2021

**Disclaimer:**

These dates are tentative and are subject to change. Any changes will be reflected on institute website: [www.simc.edu](http://www.simc.edu)

**2. Master of Arts (Mass Communication)**

**Duration :** 2 Years full time residential programme.

**Intake :** 60 Students

**Eligibility :**

- Candidate should be Graduate from any recognised University/ Candidate should be a graduate from any recognised University/ Institution of National Importance and must have obtained a minimum of 50% marks or equivalent grade (45% marks or equivalent grade for Scheduled Castes/ Scheduled Tribes) at graduation.
- Candidates appearing for final year examinations can also apply, but their admission will be subject to obtaining a minimum of 50% marks or equivalent grade (45% or equivalent grade for Scheduled Castes/ Scheduled Tribes).
- A candidate who has completed qualifying qualification from any Foreign University must obtain an equivalence certificate from Association of Indian Universities (AIU).

**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 (Deemed University).

**Admission Process**

- Appear for SIMC MA (MC) Online Entrance Test  
Taking the SIMC MA (MC) Online Entrance Test is mandatory for applying to SIMC's MA(MC) Programme.
- Post clearing the SIMC MA(MC) online entrance test, the 2nd Phase involves appearing for GE-PIWAT  
It is mandatory for all shortlisted candidates to complete this process.

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

**Important Dates :**

Details	Date
Programme Registration Begins	Tuesday, October 27, 2020
Last date of Online registration	Monday, January 18, 2021
Last Date of payment of Registration fees	Monday, January 18, 2021
Entrance Test	Sunday, February 7, 2021
Test Result	Wednesday, February 17, 2021
Announcement of Shortlist for Group Exercise and Personal Interaction	Friday, February 26, 2021
Group Exercise, Personal Interaction & WAT	Sat-Sun March 20,21 2021

Details	Date
Announcement of First Merit list	Tuesday, April 6, 2021
Last date for payment of fees for candidates in the first merit list	Tuesday, April 27, 2021
Programme Commencement	1st Week of June 2021

## Orientation and Pedagogy

SIMC endeavors to create skilled and trained media professionals to suit the dynamism of the creative businesses' industry with its media communication courses. In order to gain 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. The courses under the MA (Mass Communication) programme are designed with a focus towards technological and structural developments in the media industry. Similarly, the institute has integrated digital courses across all four specializations of the MBA (CM) course namely Brand Communication, Public Relations, Media Management and Marketing & Media Analytics. Thus SIMC's pedagogy is fourfold: theory, case studies, research and practical applications.

## Fee Structure

Programme Fees For Master of Business Administration - Communication Management (Indian Students)	Amount in ₹
Academic Fees (Per Annum)	535,000
Institute Deposit (Refundable)	35,000

Programme Fees For Master of Arts (Mass Communication) - Journalism (Indian Students)	Amount in ₹
Academic Fees (Per Annum)	400,000
Institute Deposit (Refundable)	35,000

Aarambh 2019



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 the curriculum with the industry where a large percentage 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 fuelled 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 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 is crisp and well defined that provides foundational and experiential knowledge of the media industry.



Induction  
Activity

Programme Fees For Master of Arts (Mass Communication) - Audio Visual (Indian Students)	Amount in ₹
Academic Fees (Per Annum)	460,000
Institute Deposit (Refundable)	35,000

Programme Fees For Master of Business Administration - Communication Management (International Students)	USD equivalent to INR
Academic Fees (Per Annum)	805,000
Institute Deposit (Refundable)	35,000
Administrative Fees (Non Refundable)	40,000

Programme Fees For Master of Arts (Mass Communication) - Journalism (International Students)	USD equivalent to INR
Academic Fees (Per Annum)	600,000
Institute Deposit (Refundable)	35,000
Administrative Fees (Non Refundable)	40,000

Programme Fees For Master of Arts (Mass Communication) - Audio Visual (International Students)	USD equivalent to INR
Academic Fees (Per Annum)	690,000
Institute Deposit (Refundable)	35,000
Administrative Fees (Non Refundable)	40,000

Hostel and Mess Fees for Indian & International Students. (Subject to change in campus and accommodation type wise, e.g. Single Sharing, Twin Sharing, Triple Sharing, Four Sharing, Dormitory) (The fees indicated herein are for Lavale Hill top Campus)	Amount in ₹ (For Indian Students)	USD equivalent to INR (For International Students)
Mess Fees (Per Annum) *	70,950	70,950
Hostel Deposit (Refundable)	15,000	15,000
Hostel Fees (Different, Subject to Sharing, Per Annum)*		
Single (Only for differently abled students.)	116,800	116,800
Twin Sharing	116,800	116,800
Three Sharing	102,000	102,000
Four Sharing	80,300	80,300
Dormitory	59,400	59,400

\*Hostel and Mess Fees can be increased up to 10% each year. Government taxes would be additional as and when applicable.



Installments for Master of Business Administration - Communication Management (Indian Students)	1st Year (Amount in ₹)		2nd Year (Amount in ₹)	
	1st Installment	2nd Installment	3rd Installment	4th Installment
Academic Fees (Per Annum)	267,500	267,500	267,500	267,500
Institute Deposit (Refundable)	35,000	-	-	-
Hostel Deposit (Refundable)	15,000	-	-	-
Hostel Fees (Per Annum)	51,000	51,000	**	**
Mess Fees (Per Annum)	35,475	35,475	**	**
Installments	403,975	353,975		
Installments pay by date	At the time of Admission	25-Nov-2021	25-Jun-2022	25-Nov-2022

\*Hostel and Mess Fees can be increased up to 10% each year. Government taxes would be additional as and when applicable.

\*\*Hostel and Mess Fees for the subsequent year would be communicated before commencement of the next academic year.

Installments for Master of Arts (Mass Communication) - Journalism (Indian Students)	1st Year (Amount in ₹)		2nd Year (Amount in ₹)	
	1st Installment	2nd Installment	3rd Installment	4th Installment
Academic Fees (Per Annum)	200,000	200,000	200,000	200,000
Institute Deposit (Refundable)	35,000	-	-	-
Hostel Deposit (Refundable)	15,000	-	-	-
Hostel Fees (Per Annum)	51,000	51,000	**	**
Mess Fees (Per Annum)	35,475	35,475	**	**
Installments	336,475	286,475		
Installments pay by date	At the time of Admission	25-Nov-2021	25-Jun-2022	25-Nov-2022

\*Hostel and Mess Fees can be increased up to 10% each year. Government taxes would be additional as and when applicable.

\*\*Hostel and Mess Fees for the subsequent year would be communicated before commencement of the next academic year.

Installments for Master of Arts (Mass Communication) - Audio Visual (Indian Students)	1st Year (Amount in ₹)		2nd Year (Amount in ₹)	
	1st Installment	2nd Installment	3rd Installment	4th Installment
Academic Fees (Per Annum)	230,000	230,000	230,000	230,000
Institute Deposit (Refundable)	35,000	-	-	-
Hostel Deposit (Refundable)	15,000	-	-	-
Hostel Fees (Per Annum)	51,000	51,000	**	**
Mess Fees (Per Annum)	35,475	35,475	**	**
Installments	366,475	316,475		
Installments pay by date	At the time of Admission	25-Nov-2021	25-Jun-2022	25-Nov-2022

\*Hostel and Mess Fees can be increased up to 10% each year. Government taxes would be additional as and when applicable.

\*\*Hostel and Mess Fees for the subsequent year would be communicated before commencement of the next academic year.





Students in the classroom

Installments for Master of Business Administration - Communication Management (International Students)	1st Year (USD equivalent to INR)			2nd Year (USD equivalent to INR)	
	1st Installment	2nd Installment	3rd Installment	4th Installment	5th Installment
Administrative Fees (Non Refundable) #	40,000	-	-	-	-
Academic Fees (Per Annum)	30,000	352,500	422,500	402,500	402,500
Institute Deposit (Refundable)	35,000	-	-	-	-
Hostel Deposit (Refundable)	-	15,000	-	-	-
Hostel Fees (Per Annum)	-	51,000	51,000	**	**
Mess Fees (Per Annum)	-	35,475	35,475	**	**
Installments	105,000	453,975	508,975		
Last date of payment	At the time of acceptance of 'Offer Letter' (USD equivalent to INR)	At the time of Reporting to SCIE	25-Nov-2021	25-Jun-2022	25-Nov-2022

# 50% Concession to be given only to the Foreign National students on Administrative Fees.

\*Hostel and Mess Fees can be increased up to 10% each year. Government taxes would be additional as and when applicable.

\*\*Hostel and Mess Fees for the subsequent year would be communicated before commencement of the next academic year.



The Fifth Estate



Question and Answer session

Installments for Master of Arts (Mass Communication) - Journalism (International Students)	1st Year (USD equivalent to INR)			2nd Year (USD equivalent to INR)	
	1st Installment	2nd Installment	3rd Installment	4th Installment	5th Installment
Administrative Fees (Non Refundable) #	40,000	-	-	-	-
Academic Fees (Per Annum)	30,000	250,000	320,000	300,000	300,000
Institute Deposit (Refundable)	35,000	-	-	-	-
Hostel Deposit (Refundable)	-	15,000	-	-	-
Hostel Fees (Per Annum)	-	51,000	51,000	**	**
Mess Fees (Per Annum)	-	35,475	35,475	**	**
Installments	105,000	351,475	406,475		
Last date of payment	At the time of acceptance of 'Offer Letter' (USD equivalent to INR)	At the time of Reporting to SCIE	25-Nov-2021	25-Jun-2022	25-Nov-2022

# 50% Concession to be given only to the Foreign National students on Administrative Fees.

\*Hostel and Mess Fees can be increased up to 10% each year. Government taxes would be additional as and when applicable.

\*\*Hostel and Mess Fees for the subsequent year would be communicated before commencement of the next academic year.

Installments for Master of Arts (Mass Communication) - Audio Visual (International Students)	1st Year (USD equivalent to INR)			2nd Year (USD equivalent to INR)	
	1st Installment	2nd Installment	3rd Installment	4th Installment	5th Installment
Administrative Fees (Non Refundable) #	40,000	-	-	-	-
Academic Fees (Per Annum)	30,000	295,000	365,000	345,000	345,000
Institute Deposit (Refundable)	35,000	-	-	-	-
Hostel Deposit (Refundable)	-	15,000	-	-	-
Hostel Fees (Per Annum)	-	51,000	51,000	**	**
Mess Fees (Per Annum)	-	35,475	35,475	**	**
Installments	105,000	396,475	451,475		
Last date of payment	At the time of acceptance of 'Offer Letter' (USD equivalent to INR)	At the time of Reporting to SCIE	25-Nov-2021	25-Jun-2022	25-Nov-2022

# 50% Concession to be given only to the Foreign National students on Administrative Fees.

\*Hostel and Mess Fees can be increased up to 10% each year. Government taxes would be additional as and when applicable.

\*\*Hostel and Mess Fees for the subsequent year would be communicated before commencement of the next academic year.

\* Few seats are reserved as Discretionary Quota Seats. Only students with high academic record and with good entrance test scores are considered for Discretionary Quota Seats. The fees for Discretionary Quota seats will be double the academic fees of open category as approved by the Fee Structure Committee, to be paid to the institute by way of online transfer/demand draft. No donation or capitation fee is charged for admission to any program at any institute of SIU. Once admission is taken in Discretionary Quota, the fees applicable to Discretionary Quota will have to be paid by the student for the entire duration of the programme.

### Master of Business Administration (Communication Management)[MBA (CM)]

235

#### Semester : I

##### Core Courses

- Business Statistics
- Marketing Management
- Communication Theories and Culture
- Media and Communication Industry Overview
- Integrated Marketing Communication Planning
- Principles and Practices of Management and Organizational Behaviour
- Research Methodology
- Project I
- Business Communication - I
- Digital Ecosystem
- Integrated Disaster Management

#### Semester : II

##### Core Courses

- Consumer Behaviour and Insights
- Sales and Distribution Management
- Digital Marketing
- Strategic Brand Management
- Management Accounting
- Introduction to Syndicated Database and Analysis with Workshop
- Economics and Accounting
- Content Marketing
- Social Responsibility Project

##### Electives

- Business Analytics
- Qualitative Research and Analysis

##### Electives : Brand Communication

- Account Planning Models and Practices
- Advertising Management

##### Electives :Marketing and Media Analytics

- Consumer, Brand and Media Insights
- Data Visualization

##### Electives : Media Management

- Media Investment Management
- Strategic Media Planning

##### Electives :Public Relations

- Public Relations and Corporate Communication
- Writing for Public Relations
- Cases in Public Relations Strategy

#### Semester : III

##### Core Courses

- Project
- Digital Communication Solutions
- Rural Marketing
- Marketing Research
- Social Media Analytics
- Flexi-Credit Course
- Artificial Intelligence, Augmented Reality and Virtual Reality
- Business Communication - II
- Research Publication

##### Electives

- Marketing Strategy
- Customer Relationship Management
- Flexi-Credit Course
- Flexi-Credit Course

##### Electives :Brand Communication

- Advertising Strategy
- Communication Design and Innovation Management
- Specialised Advertising Research

##### Electives : Marketing and Media Analytics

- Multivariate Data Analysis
- Specialised Qualitative Research and Tools
- R Programming

##### Electives : Media Management

- Advance Media Planning and Media Innovation
- Specialized Media Research
- Economics & Business of Media

##### Electives : Public Relations

- Strategic PR and Reputation Management
- Corporate Communication Strategy
- Event Management

#### Semester : IV

##### Core Courses

- Dissertation/Digital/Multimedia Project
- Brand Valuation and Return on Marketing Investments (ROMI)
- Flexi-Credit Course

### Master of Arts (Mass Communication) [MA (MC)]

#### Semester : I

##### Core Courses

- Film and Television Appreciation
- Digital Multimedia and Digital Technologies
- Research Methodology
- Project - I
- Integrated Disaster Management

##### Electives : Audio Visual

- Visual Narrative

- Creative Writing
- Evolving Media Technologies

##### Electives : Journalism

- Perspectives on Indian Media
- Basics of Journalistic Writing
- Online and Social Media Tools in Journalism

#### Semester : II

##### Core Courses

- Digital Photography

- Communication Theories and Culture
- Project II
- Social Responsibility Project

##### Electives : Audio Visual

- Camera and Lighting
- Allied Skills for AV Production
- Television Genres and Programming
- Fundamentals of Sound
- Flexi-Credit Course
- Screenwriting

**Electives : Journalism**

- News Reporting and Editing
- Contemporary India and the World
- Television News Basic
- Media Laws, Ethics and Policies
- Flexi-Credit Course
- Advanced Journalistic Writing

**Semester : III****Core Courses**

- Documentary Film-Making
- Internship
- Project III
- Research Publication

**Electives : Audio Visual**

- Advanced Video Editing
- Production Design
- Auteur Studies

- Direction
- Flexi-Credit Course
- Radio Production
- Multi Camera Techniques
- Sound Design

**Electives : Journalism**

- Specialized Reporting
- Television News - Advanced
- Advanced Research Methodology
- Flexi-Credit Course
- Basics of Finance, Economics and Business Journalism
- Entertainment and Lifestyle Journalism
- Democracy and Political Parties
- Photojournalism

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

**Semester : IV****Core Courses**

- Dissertation
- Internship

**Electives : Audio Visual**

- Film Marketing and Distribution Models
- Graphics and Visual Special Effects
- Specialized Photography
- Flexi-Credit Course

**Electives : Journalism**

- The Business of Media
- Sports Journalism
- Advanced Business Journalism
- Flexi-Credit Course