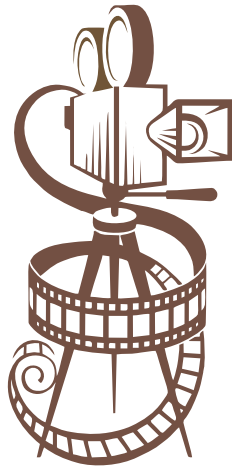




# SCHOOL of BROADCASTING & COMMUNICATION

Affiliated to Makhantal Chaturvedi National University of Journalism & Communication, UGC, AIU, ACU & Govt. Recognized

# 16 years of Excellence in Academic Proficiency



School of Broadcasting & Communication is affiliated to 'Makhantal Chaturvedi National University of Journalism and Communication' and is the first institute in Mumbai to introduce Master's Degree Programmes in Media Studies. Located in the Media hub of Mumbai, SBC students are trained theoretically and practically in all spheres of media industry. SBC has well equipped audio production and video production labs with state-of-the-art recording, mixing and editing set-up.

## Bachelor of Mass Communication

### Our Objective:

- The world is moving into a new era driven by the fast changing information and communication technologies. Invariably, media education has responded to the changing needs of the society by upgrading its content. The objective of this course is to:
- Provide broad based education, in-depth knowledge and understanding of the mass media.
- Provide students a combination of strategic and tactical knowledge of communication.
- Empower students with a range of skills and a high-level intellectual and professional competence; focusing:
  - a) Verbal Skills
  - b) Written Skills
  - c) Analytical Skills

### Course Content

for more information, please visit our website [www.sbc.ac.in](http://www.sbc.ac.in)

**Semester - I (6 Months)**  
 Science of Communication – I  
 Communicative English & Hindi  
 Sociology  
 Computer Application  
 Open Elective Subject (to be decided by the University)

**Semester - II (6 Months)**  
 Science of Communication – II  
 Psychology  
 Computer for Mass Media  
 Environmental Studies  
 Open Elective Subject (to be decided by the University)

**Semester – III (6 Months)**  
 History of Print Media  
 Political Science  
 News Writing/ Print Production  
 Hindi-1  
 Open Elective Subject (to be decided by the University)

**Semester – IV (6 Months)**  
 History of Electronic Media  
 Communicative English  
 Economics  
 Reporting & Editing/ Development Communication  
 Open Elective Subject (to be decided by the University)

**Semester – V (6 Months)**  
 Media Management  
 Media Ethics & Laws  
 Advertising/ New Media & Online Journalism  
 Hindi-II  
 Open Elective Subject (to be decided by the University)

**Semester – VI (6 Months)**  
 Global Media/ Media, Society & Culture  
 Communication Research  
 Public Relations  
 Non Linear Video Editing  
 Open Elective Subject (to be decided by the University)

### Our Placement

Organization who has chosen our students to work with them



Andhakshi Building, 37-Gilbert Hill Road, Near Bhavans College Andheri (w) Mumbai - 400058 India | +91-22-2625-0608 | [info@sbc.ac.in](mailto:info@sbc.ac.in)

Eligibility Criteria: 10+2 from any Affiliated & Recognized School | No. of Seats: 30 | Course Duration: 3 Years