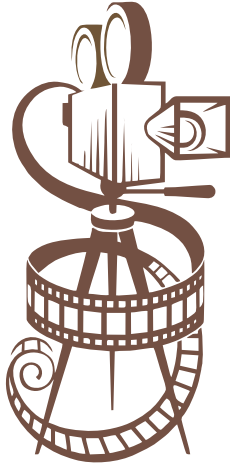




16 years of Excellence in Academic Proficiency



School of Broadcasting & Communication is affiliated to 'Makhnal 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.

Masters in Broadcast Journalism

Our Objective:

- To provide the students an insight into the broadcast media and its relevance to rural and urban development. The course shall be a judicious blend of knowledge and skills.
- To train students in the basic skills which will enable them to perform entry-level jobs in various broadcast media institutions, radio, doordarshan news and advertising units, satellite and cable television networks etc.
- To expose students to the basic concepts, characteristics of Indian society to enable them to plan suitable programmes on current political, economic, environmental and rural Problems.
- To understand the responsibilities and ethics of broadcast media for Indian society.
- To develop communication skills of students for broadcasting purposes.
- To prepare them as excellent professionals to meet the challenges posed by rapidly changing environment.
- To make the students aware of the state of the art technology used in broadcasting and to attract the students to join the glamorous field of broadcasting.

Course Content for more information, please visit our website www.sbc.ac.in

Semester - I (6 Months)

Science of Human Communication
Process of Mass Communication
Introduction to Broadcast Media
Application of Computers in Electronic Media
Open Elective Subject (to be decided by the University)

Semester - II (6 Months)

Broadcast Media Management
Writing for Broadcast Media
Media Language & Content
Community & Participatory Communication
Open Elective Subject (to be decided by the University)

Semester - III (6 Months)

Radio Reporting & Production
Television Reporting & Production
Media Law and Ethics
Online Media
Open Elective Subject (to be decided by the University)

Semester - IV (6 Months)

Communication Research
Advertising For Broadcast Media
Development Journalism
Production Portfolio
Open Elective Subject (to be decided by the University)

Our Placement Organization who has chosen our students to work with them

