



SYMBIOSIS INSTITUTE OF MEDIA & COMMUNICATION

Symbiosis International University

(Established under section 3 of the UGC Act 1956 vide notification No. F9-12/2001-U.3 Govt. of India)

Accredited by NAAC with 'A' grade

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

Percentage of Programmes where syllabus revision was carried out in 2021-2022

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Ruchi Jaggi

Dr Ruchi Kher Jaggi

Professor and Director

Symbiosis Institute of Media and Communication

Ruchi Jaggi

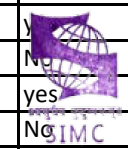
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Institute Code	Institute Name	Program me Code	Program Name	Catalog Course Code	Catalog Course Name	Course Type	Batch 2020	Batch 2021	Change in T-Code Yes / No	Change in course/Nature	Change in Pedagogy	Change in evaluation	Change in instruction method	Add on course	Changes Yes: Revised No: Not Revised
501	SIMC,	50143	M.B.A.	GEN002	Project	Core	Base PS	No	No	No	No	No	No	No	No
501	SIMC,	50143	M.B.A.	GEN003	Internship	Core	Base PS	No	No	No	No	No	No	No	No
501	SIMC,	50143	M.B.A.	GEN004	Dissertation	Core	Base PS	No	No	No	No	No	No	No	No
501	SIMC,	50143	M.B.A.	GEN005	Non Catalog	Core	Base PS	No	No	No	No	No	No	No	No
501	SIMC,	50143	M.B.A.	T0100	Research	Core	Base PS	No	No	No	No	No	No	No	No
501	SIMC,	50143	M.B.A.	T2114	Essentials of	Core		Added	Yes	No	No	No	No	yes	yes
501	SIMC,	50143	M.B.A.	T2116	Marketing	Core	Base PS	Dropped	Yes	No	No	No	No	No	yes
501	SIMC,	50143	M.B.A.	T2119	Consumer	Core	Base PS	No	No	No	No	No	No	No	No
501	SIMC,	50143	M.B.A.	T2121	Customer	Elective	Base PS	No	No	No	No	No	No	No	No
501	SIMC,	50143	M.B.A.	T2133	Sales	Core	Base PS	No	No	No	No	No	No	No	No
501	SIMC,	50143	M.B.A.	T2135	Sales and	Core	Base PS	Dropped	Yes	No	No	No	No	No	yes
501	SIMC,	50143	M.B.A.	T2141	Rural Marketing	Core	Base PS	No	No	No	No	No	No	No	No
501	SIMC,	50143	M.B.A.	T2216	Business	Core		Added	Yes	No	No	No	No	yes	yes
501	SIMC,	50143	M.B.A.	T2217	Business	Core	Base PS	Dropped	Yes	No	No	No	No	No	yes
501	SIMC,	50143	M.B.A.	T2225	Research	Core	Base PS	No	No	No	No	No	No	No	No
501	SIMC,	50143	M.B.A.	T2227	Business	Core	Base PS	No	No	No	No	No	No	No	No
501	SIMC,	50143	M.B.A.	T2228	Business	Elective	Base PS	Dropped	Yes	No	No	No	No	No	yes
501	SIMC,	50143	M.B.A.	T2513	Marketing	Core	Base PS	No	No	No	No	No	No	No	No
501	SIMC,	50143	M.B.A.	T2692	Social Media	Core	Base PS	No	No	No	No	No	No	No	No
501	SIMC,	50143	M.B.A.	T2742	Digital	Core	Base PS	No	No	No	No	No	No	No	No
501	SIMC,	50143	M.B.A.	T2777	Management	Core	Base PS	No	No	No	No	No	No	No	No
501	SIMC,	50143	M.B.A.	T2840	Qualitative	Core	Base PS	No	No	No	No	No	No	No	No
501	SIMC,	50143	M.B.A.	T3363	Multivariate	Core	Base PS	Dropped	Yes	No	No	No	No	No	yes
501	SIMC,	50143	M.B.A.	T3512	Data Privacy:	Core	Base PS	Dropped	Yes	No	No	No	No	No	yes
501	SIMC,	50143	M.B.A.	T3531	R Programming	Core	Base PS	No	No	No	No	No	No	No	No
501	SIMC,	50143	M.B.A.	T4005	Integrated	Core	Base PS	No	No	No	No	No	No	No	No
501	SIMC,	50143	M.B.A.	T5001	Strategic PR and	Core		Added	Yes	No	No	No	No	yes	yes
501	SIMC,	50143	M.B.A.	T5003	Strategic Media	Core	Base PS	No	No	No	No	No	No	No	No
501	SIMC,	50143	M.B.A.	T5068	Media and	Core	Base PS	Dropped	Yes	No	No	No	No	No	Yes
501	SIMC,	50143	M.B.A.	T5076	Introduction to	Core	Base PS	No	No	No	No	No	No	No	No
501	SIMC,	50143	M.B.A.	T5087	Digital	Core	Base PS	Dropped	Yes	No	No	No	No	No	Yes
501	SIMC,	50143	M.B.A.	T5088	Sports and	Core	Base PS	No	No	No	No	No	No	No	No
501	SIMC,	50143	M.B.A.	T5092	Specialised	Core	Base PS	No	No	No	No	No	No	No	No
501	SIMC,	50143	M.B.A.	T5094	Account	Core	Base PS	Dropped	Yes	No	No	No	No	No	No
501	SIMC,	50143	M.B.A.	T5097	Event	Core	Base PS	No	No	No	No	No	No	No	No
501	SIMC,	50143	M.B.A.	T5100	Media Research	Core		Added	Yes	No	No	No	No	yes	yes
501	SIMC,	50143	M.B.A.	T5102	Media	Core	Base PS	No	No	No	No	No	No	No	No

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501	SIMC,	50143	M.B.A.	T5103	Advance Media	Core	Base PS	No	No	No	No	No	No	No	No
501	SIMC,	50143	M.B.A.	T5108	Brand Valuation	Core	Base PS	No	No	No	No	No	No	No	No
501	SIMC,	50143	M.B.A.	T5187	Evolving Media	Core	Base PS	No	No	No	No	No	No	No	No
501	SIMC,	50143	M.B.A.	T5516	Consumer,	Core	Base PS	No	No	No	No	No	No	No	No
501	SIMC,	50143	M.B.A.	T5517	Specialised	Core	Base PS	Dropped	Yes	No	No	No	No	No	yes
501	SIMC,	50143	M.B.A.	T5541	Economics &	Core	Base PS	No	No	No	No	No	No	No	No
501	SIMC,	50143	M.B.A.	T5545	Communication	Core	Base PS	Dropped	Yes	No	No	No	No	yes	yes
501	SIMC,	50143	M.B.A.	T5609	Public Affairs	Core		Added	Yes	No	No	No	No	yes	yes
501	SIMC,	50143	M.B.A.	T5610	Advertising	Core	Base PS	Dropped	Yes	No	No	No	No	No	No
501	SIMC,	50143	M.B.A.	T5611	Advertising	Core	Base PS	No	No	No	No	No	No	No	No
501	SIMC,	50143	M.B.A.	T5613	Communication	Core	Base PS	Dropped	Yes	No	No	No	No	No	yes
501	SIMC,	50143	M.B.A.	T5617	Media Sales and	Core		Added	Yes	No	No	No	No	yes	yes
501	SIMC,	50143	M.B.A.	T5621	Specialized	Core	Base PS	Dropped	Yes	No	No	No	No	No	yes
501	SIMC,	50143	M.B.A.	T5622	Integrated	Core	Base PS	No	No	No	No	No	No	No	No
501	SIMC,	50143	M.B.A.	T5948	Data	Core	Base PS	No	No	No	No	No	No	No	No
501	SIMC,	50143	M.B.A.	T5949	Writing for	Core	Base PS	No	No	No	No	No	No	No	No
501	SIMC,	50143	M.B.A.	T5950	Cases in Public	Core	Base PS	No	No	No	No	No	No	No	No
501	SIMC,	50143	M.B.A.	T5951	Strategic PR and	Core	Base PS	Dropped	Yes	No	No	No	No	No	yes
501	SIMC,	50143	M.B.A.	T5952	Corporate	Core	Base PS	No	No	No	No	No	No	No	No
501	SIMC,	50143	M.B.A.	T5953	Public Relations	Core	Base PS	Dropped	Yes	No	No	No	No	No	yes
501	SIMC,	50143	M.B.A.	T5956	Content	Core	Base PS	Dropped	Yes	No	No	No	No	No	yes
501	SIMC,	50143	M.B.A.	T5957	Strategic Brand	Core	Base PS	No	No	No	No	No	No	No	No
501	SIMC,	50143	M.B.A.	T5958	Qualitative	Elective	Base PS	Dropped	Yes	No	No	No	No	No	Yes
501	SIMC,	50143	M.B.A.	T5959	Business	Core	Base PS	Dropped	Yes	No	No	No	No	No	yes
501	SIMC,	50143	M.B.A.	T5960	Business	Core	Base PS	No	No	No	No	No	No	No	No
501	SIMC,	50143	M.B.A.	T5962	Digital	Core	Base PS	No	No	No	No	No	No	No	No
501	SIMC,	50143	M.B.A.	T5963	Marketing	Elective	Base PS	No	No	No	No	No	No	No	No
501	SIMC,	50143	M.B.A.	T5964	Principles and	Core	Base PS	Dropped	Yes	No	No	No	No	No	yes
501	SIMC,	50143	M.B.A.	T6801	Economics and	Core	Base PS	No	No	No	No	No	No	No	No
501	SIMC,	50143	M.B.A.	TE7467	Artificial	Core	Base PS	No	No	No	No	No	No	No	No
501	SIMC,	50143	M.B.A.	TMC5007	Multivariate	Core		Added	Yes	No	No	No	No	yes	yes
501	SIMC,	50143	M.B.A.	TMC5010	Media and	Core		Added	Yes	No	No	No	No	yes	yes
501	SIMC,	50143	M.B.A.	TMC5011	Consumer,	Core		Added	Yes	No	No	No	No	yes	yes
501	SIMC,	50143	M.B.A.	TMC5014	Multivariate	Core		Added	Yes	No	No	No	No	yes	yes
501	SIMC,	50143	M.B.A.	TMC5016	Applied	Core		Added	Yes	No	No	No	No	yes	yes
501	SIMC,	50143	M.B.A.	TMC5017	Principles and	Core		Added	Yes	No	No	No	No	yes	yes
501	SIMC,	50143	M.B.A.	TMC5018	Account	Core		Added	Yes	No	No	No	No	yes	yes
501	SIMC,	50143	M.B.A.	TMC5020	Communication	Core		Added	Yes	No	No	No	No	yes	yes
501	SIMC,	50143	M.B.A.	TMC5021	Public Relations	Core		Added	Yes	No	No	No	No	yes	yes
501	SIMC,	50143	M.B.A.	TMC5023	Copywriting	Core		Added	Yes	No	No	No	No	yes	yes
501	SIMC,	50143	M.B.A.	TMC5024	Data	Core		Added	Yes	No	No	No	No	yes	yes

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संश्लेषण ज्ञान ग्राम
 SIMC

501	SIMC,	50143	M.B.A.	TMC5028	Data	Core		Added	Yes	No	No	No	No	yes	yes
501	SIMC,	50143	M.B.A.	TMC5029	Python Basics	Core		Added	Yes	No	No	No	No	yes	yes
501	SIMC,	50143	M.B.A.	TMC5031	Data Privacy &	Core		Added	Yes	No	No	No	No	yes	yes
501	SIMC,	50143	M.B.A.	TMC5033	Content	Core		Added	Yes	No	No	No	No	yes	yes
501	SIMC,	50143	M.B.A.	TMC5036	Advertising	Core		Added	Yes	No	No	No	No	yes	yes
501	SIMC,	50143	M.B.A.	TMC5037	Creative start-	Core		Added	Yes	No	No	No	No	yes	yes
501	SIMC,	50143	M.B.A.	TMC5043	Communication	Core		Added	Yes	No	No	No	No	yes	yes
501	SIMC,	50143	M.B.A.	TMC5050	Strategic Media	Core		Added	Yes	No	No	No	No	yes	yes
501	SIMC,	50143	M.B.A.	TMC5051	Entrepreneurshi	Core		Added	Yes	No	No	No	No	yes	yes
501	SIMC,	50144	M.A.	F5001	Investigative	Core	Base PS	Dropped	Yes	No	No	No	No	No	yes
501	SIMC,	50144	M.A.	F5002	Design and	Core	Base PS	No	No	No	No	No	No	No	No
501	SIMC,	50144	M.A.	F5007	Film Aesthetics	Core	Base PS	No	No	No	No	No	No	No	No
501	SIMC,	50144	M.A.	F5013	F5013	Core		Added	Yes	No	No	No	No	yes	yes
501	SIMC,	50144	M.A.	GEN002	Project	Core	Base PS	No	No	No	No	No	No	No	No
501	SIMC,	50144	M.A.	GEN003	Internship	Core	Base PS	No	No	No	No	No	No	No	No
501	SIMC,	50144	M.A.	GEN004	Dissertation	Core	Base PS	No	No	No	No	No	No	No	No
501	SIMC,	50144	M.A.	GEN005	Non Catalog	Core	Base PS	No	No	No	No	No	No	No	No
501	SIMC,	50144	M.A.	T0100	Research	Core	Base PS	No	No	No	No	No	No	No	No
501	SIMC,	50144	M.A.	T2225	Research	Core	Base PS	No	No	No	No	No	No	No	No
501	SIMC,	50144	M.A.	T4005	Integrated	Core	Base PS	No	No	No	No	No	No	No	No
501	SIMC,	50144	M.A.	T5018	Specialized	Core	Base PS	No	No	No	No	No	No	No	No
501	SIMC,	50144	M.A.	T5021	The Business of	Core	Base PS	No	No	No	No	No	No	No	No
501	SIMC,	50144	M.A.	T5024	Investigative	Core		Added	Yes	No	No	No	No	yes	yes
501	SIMC,	50144	M.A.	T5025	Entertainment	Elective	Base PS	No	No	No	No	No	No	No	No
501	SIMC,	50144	M.A.	T5029	Online	Core	Base PS	No	No	No	No	No	No	No	No
501	SIMC,	50144	M.A.	T5031	Sports	Elective	Base PS	No	No	No	No	No	No	No	No
501	SIMC,	50144	M.A.	T5044	Camera and	Core	Base PS	No	No	No	No	No	No	No	No
501	SIMC,	50144	M.A.	T5047	Radio	Elective	Base PS	No	No	No	No	No	No	No	No
501	SIMC,	50144	M.A.	T5053	Multi Camera	Elective	Base PS	No	No	No	No	No	No	No	No
501	SIMC,	50144	M.A.	T5058	Production	Core	Base PS	No	No	No	No	No	No	No	No
501	SIMC,	50144	M.A.	T5063	Advanced	Core	Base PS	Dropped	Yes	No	No	No	No	No	yes
501	SIMC,	50144	M.A.	T5064	Graphics and	Elective	Base PS	Dropped	Yes	No	No	No	No	No	yes
501	SIMC,	50144	M.A.	T5113	Managing	Elective		Added	Yes	No	No	No	No	yes	yes
501	SIMC,	50144	M.A.	T5187	Evolving Media	Core	Base PS	No	No	No	No	No	No	No	No
501	SIMC,	50144	M.A.	T5450	Film and	Core	Base PS	No	No	No	No	No	No	No	No
501	SIMC,	50144	M.A.	T5455	Community	Core	Base PS	No	No	No	No	No	No	No	No
501	SIMC,	50144	M.A.	T5458	Television News	Core	Base PS	No	No	No	No	No	No	No	No
501	SIMC,	50144	M.A.	T5461	Democracy and	Elective	Base PS	No	No	No	No	No	No	No	No
501	SIMC,	50144	M.A.	T5462	Regional	Elective	Base PS	No	No	No	No	No	No	No	No
501	SIMC,	50144	M.A.	T5463	Advanced	Core	Base PS	No	No	No	No	No	No	No	No
501	SIMC,	50144	M.A.	T5465	Media Laws,	Core	Base PS	No	No	No	No	No	No	No	No

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501	SIMC,	50144	M.A.	T5471	Auteur Studies	Core	Base PS	No	No	No	No	No	No	No	No
501	SIMC,	50144	M.A.	T5474	Sound Design	Elective	Base PS	No	No	No	No	No	No	No	No
501	SIMC,	50144	M.A.	T5475	Direction	Core	Base PS	No	No	No	No	No	No	No	No
501	SIMC,	50144	M.A.	T5476	Specialized	Elective	Base PS	Dropped	Yes	No	No	No	No	No	yes
501	SIMC,	50144	M.A.	T5478	Advanced	Elective	Base PS	No	No	No	No	No	No	No	No
501	SIMC,	50144	M.A.	T5545	Communication	Core	Base PS	No	No	No	No	No	No	No	No
501	SIMC,	50144	M.A.	T5550	Allied Skills for	Core	Base PS	No	No	No	No	No	No	No	No
501	SIMC,	50144	M.A.	T5627	Understanding	Core	Base PS	Dropped	Yes	No	No	No	No	No	yes
501	SIMC,	50144	M.A.	T5628	Film Making	Core	Base PS	Dropped	Yes	No	No	No	No	No	yes
501	SIMC,	50144	M.A.	T5630	Film Marketing	Core	Base PS	Dropped	Yes	No	No	No	No	No	yes
501	SIMC,	50144	M.A.	T5631	Fundamentals	Core	Base PS	No	No	No	No	No	No	No	No
501	SIMC,	50144	M.A.	T5632	Visual Narrative	Core	Base PS	Dropped	Yes	No	No	No	No	No	yes
501	SIMC,	50144	M.A.	T5681	Perspectives on	Core	Base PS	No	No	No	No	No	No	No	No
501	SIMC,	50144	M.A.	T5682	Basics of	Core	Base PS	No	No	No	No	No	No	No	No
501	SIMC,	50144	M.A.	T5683	News Reporting	Core	Base PS	No	No	No	No	No	No	No	No
501	SIMC,	50144	M.A.	T5684	Contemporary	Core	Base PS	No	No	No	No	No	No	No	No
501	SIMC,	50144	M.A.	T5685	Television News	Core	Base PS	No	No	No	No	No	No	No	No
501	SIMC,	50144	M.A.	T5686	Online and	Core	Base PS	No	No	No	No	No	No	No	No
501	SIMC,	50144	M.A.	T5687	Advanced	Core	Base PS	No	No	No	No	No	No	No	No
501	SIMC,	50144	M.A.	T5688	Documentary	Core	Base PS	No	No	No	No	No	No	No	No
501	SIMC,	50144	M.A.	T5689	Basics of	Core	Base PS	No	No	No	No	No	No	No	No
501	SIMC,	50144	M.A.	T5690	Photojournalism	Elective	Base PS	Dropped	Yes	No	No	No	No	No	yes
501	SIMC,	50144	M.A.	T5691	Creative Writing	Core	Base PS	No	No	No	No	No	No	No	No
501	SIMC,	50144	M.A.	T5692	Digital	Core	Base PS	Dropped	Yes	No	No	No	No	No	yes
501	SIMC,	50144	M.A.	T5694	Television	Core	Base PS	No	No	No	No	No	No	No	No
501	SIMC,	50144	M.A.	T5696	Advanced Video	Core	Base PS	No	No	No	No	No	No	No	No
501	SIMC,	50144	M.A.	T5698	Screenwriting	Core	Base PS	No	No	No	No	No	No	No	No
501	SIMC,	50144	M.A.	T5699	Digital	Core	Base PS	No	No	No	No	No	No	No	No
501	SIMC,	50144	M.A.	T5988	Corporate Film	Elective	Base PS	No	No	No	No	No	No	No	No
501	SIMC,	50144	M.A.	TH4272	Certificate	Core		Added	Yes	No	No	No	No	yes	yes
501	SIMC,	50144	M.A.	TMC5038	Content	Core	Base PS	No	No	No	No	No	No	No	No
501	SIMC,	50144	M.A.	TMC5040	Documentary	Core	Base PS	No	No	No	No	No	No	No	No
501	SIMC,	50144	M.A.	TMC5042	Visual	Core		Added	Yes	No	No	No	No	yes	yes
501	SIMC,	50144	M.A.	TMC5047	Gender and	Elective		Added	Yes	No	No	No	No	yes	yes

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Symbiosis Institute of Media and Communication, Pune
Master of Arts (Mass Communication)
Programme Structure 2021-23

1.	OBJECTIVE	Providing industry with skilled and trained media professionals adept in all fields communication (specially in Journalism & Audio-Visual)			
2.	DURATION (IN MONTHS)	24 (Full Time)			
3.	INTAKE	60			
4.	RESERVATION	I. Within the sanctioned intake	a) SC (In Percentage)	b) ST (In Percentage)	c) Differently abled (In Percentage)
			15	7.5	3
		II. Over and above the sanctioned intake	a) Kashmiri Migrants (In Seats)	b) International Students (In Percentage)	
			2	15	
5.	ELIGIBILITY	Graduate from any recognised University/ Institution of National Importance with a minimum of 50% marks or equivalent grade (45% Marks or equivalent grade for Scheduled Caste/ Scheduled Tribes).			
6.	SELECTION PROCEDURE	MA(MC) SNAP Test, Personality Profiling, Group Exercise, Personal Interaction and Assignments			
7.	MEDIUM OF INSTRUCTION	English			
8.	PROGRAMME PATTERN	Semester			
9.	COURSE & SPECIALIZATION	Annexure A			
10.	FEE		Academic Fee p.a	Institute Deposit	Total
Journalism					
		Indian Students	400000	35000	435000
		International Students (USD equivalent to INR)	600000	35000	635000
Audio Visual					
		Indian Students	460000	35000	495000
		International Students (USD equivalent to INR)	690000	35000	725000
11.	ASSESSMENT	All internal courses will have 100% component as internal evaluation at the institute level. All external courses will have 60% internal component and 40% component as external (University) examination.			
12.	STANDARD OF PASSING	The assessment of the student for each examination is done, based on relative performance. Maximum Grade Point (GP) is 10 corresponding to O (Outstanding).			

		For all courses, a student is required to pass both internal and external examination separately with a minimum Grade Point of 4 corresponding to Grade P. Students securing less than 40% absolute marks in each head of passing will be declared FAIL. The University awards a degree to the student who has achieved a minimum CGPA of 4 out of maximum of 10 CGPA for the programme.					
13.	AWARD OF DEGREE/ DIPLOMA/ CERTIFICATE	Master of Arts (Mass Communication) (Journalism/ Audio-Visual) will be awarded at the end of semester IV examination by taking into consideration the performance of all semester examinations after obtaining minimum 4.00 CGPA out of 10 CGPA.					
14.	NATURE WISE DISTRIBUTION OF CREDITS						
Semester	Generic Core	Generic Elective	Specialization Core	Specialization Elective	Open Elective	Audit	Total
Journalism							
1	10	0	8	0	0	1*	18
2	6	0	17	0	0	0	23
3	5	0	18	4	0	1*	27
4	6	0	2	4	0	0	12
Total	27	0	45	8	0	0	80
Audio Visual							
1	10	0	8	0	0	1*	18
2	6	0	15	0	0	0	21
3	5	0	16	6	0	1*	27
4	6	0	4	4	0	0	14
Total	27	0	43	10	0	0	80
* Satisfactory completion of the non letter grade courses 'Integrated Disaster Management' and 'Research Publication' is mandatory for award of degree.							

This Programme Structure is aligned with the norms laid down by the University and is approved by the Academic Council. Hereafter changes (if any) which conform to the policy on "Curriculum Development and Review" would be permissible, subject to revision of the Programme Structure, following the specified processes.

Head - Academics

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Symbiosis Institute of Media and Communication, Pune
Master of Arts (Mass Communication)
Programme Structure 2021-23

Annexure A

Catalog Course Code	Course Code	Course Title	Specialization	Credit	Internal Marks	External Marks	External (Jury)	Total Marks
Semester : 1								
Generic Core Courses								
T5450	0501440101	Film and Television Appreciation		4	120	80	0	200
T5699	0501440102	Digital Multimedia and Digital Technologies		3	90	60	0	150
T2225	0501440103	Research Methodology		2	60	40	0	100
T5801	0501440104	Project - I		1	50	0	0	50
T4005	0501440105	Integrated Disaster Management *		0	0	0	0	Non Letter Grade
Total				10	320	180	0	500
Specialization Core Courses : Journalism								
T5682	0501440106	Basics of Journalistic Writing	Journalism	3	90	60	0	150
T5681	0501440107	Perspectives on Indian Media	Journalism	3	90	60	0	150
T5686	0501440108	Online and Social Media Tools in Journalism	Journalism	2	100	0	0	100
Total				8	280	120	0	400
Specialization Core Courses : Audio Visual								
T5691	0501440109	Creative Writing	Audio Visual	3	90	60	0	150
TMC5042	0501440110	Visual Aesthetics	Audio Visual	3	90	60	0	150
T5187	0501440111	Evolving Media Technologies	Audio Visual	2	100	0	0	100
Total				8	280	120	0	400
Semester : 2								
Generic Core Courses								
T5545	0501440201	Communication Theories and Culture		3	90	60	0	150
T5802	0501440202	Project II		2	100	0	0	100
T5801	0501440203	Social Responsibility Project		1	50	0	0	50
Total				6	240	60	0	300
Specialization Core Courses : Journalism								
T5684	0501440204	Contemporary India and the World	Journalism	3	90	60	0	150
T5683	0501440205	News Reporting and Editing	Journalism	3	90	60	0	150
T5685	0501440206	Television News Basic	Journalism	3	150	0	0	150
T5687	0501440207	Advanced Journalistic Writing	Journalism	2	60	40	0	100
F0002	0501440208	Flexi-Credit Course	Journalism	2	100	0	0	100
T5465	0501440209	Media Laws, Ethics and Policies	Journalism	2	60	40	0	100
T5029	0501440210	Online Journalism	Journalism	2	60	40	0	100
Total				17	610	240	0	850
Specialization Core Courses : Audio Visual								
T5550	0501440211	Allied Skills for AV Production	Audio Visual	3	150	0	0	150
T5044	0501440212	Camera and Lighting	Audio Visual	3	90	0	60	150
T5694	0501440213	Television Genres and Programming	Audio Visual	3	90	60	0	150
F0002	0501440214	Flexi-Credit Course	Audio Visual	2	100	0	0	100
T5631	0501440215	Fundamentals of Sound	Audio Visual	2	60	40	0	100
T5698	0501440216	Screenwriting	Audio Visual	2	60	0	40	100
Total				15	550	100	100	750
Semester : 3								
Generic Core Courses								
T5902	0501440301	Internship		3	150	0	0	150
T5802	0501440302	Project III		2	100	0	0	100
T0100	0501440303	Research Publication *		0	0	0	0	Non Letter Grade
Total				5	250	0	0	250
Specialization Core Courses : Journalism								
T5463	0501440304	Advanced Research Methodology	Journalism	3	90	60	0	150
T5688	0501440305	Documentary Film-Making	Journalism	3	90	0	60	150
T5018	0501440306	Specialized Reporting	Journalism	3	90	60	0	150
T5458	0501440307	Television News - Advanced	Journalism	3	90	0	60	150
T5689	0501440308	Basics of Finance, Economics and Business Journalism	Journalism	2	60	40	0	100



Celebrating 50 Years of Excellence

Symbiosis Institute of Media and Communication, Pune
Master of Arts (Mass Communication)
Programme Structure 2021-23

Annexure A

Catalog Course Code	Course Code	Course Title	Specialization	Credit	Internal Marks	External Marks	External (Jury)	Total Marks
T5455	0501440309	Community Radio	Journalism	2	60	40	0	100
F0002	0501440310	Flexi-Credit Course	Journalism	2	100	0	0	100
Total				18	580	200	120	900
Specialization Elective : Journalism								
T5461	0501440311	Democracy and Political Parties	Journalism	2	60	40	0	100
T5025	0501440312	Entertainment and Lifestyle Journalism	Journalism	2	60	40	0	100
T5462	0501440313	Regional Journalism	Journalism	2	60	40	0	100
Total Required Credits				4	120	80	0	200
Specialization Core Courses : Audio Visual								
T5696	0501440314	Advanced Video Editing	Audio Visual	3	90	0	60	150
TMC5040	0501440315	Documentary Film Practices	Audio Visual	3	90	0	60	150
T5471	0501440316	Auteur Studies	Audio Visual	2	60	40	0	100
T5475	0501440317	Direction	Audio Visual	2	60	40	0	100
F0002	0501440318	Flexi-Credit Course	Audio Visual	2	100	0	0	100
T5058	0501440319	Production Design	Audio Visual	2	60	0	40	100
T5628	0501440320	Film Making	Audio Visual	2	60	0	40	100
Total				16	520	80	200	800
Specialization Elective : Audio Visual								
T5053	0501440321	Multi Camera Techniques	Audio Visual	3	90	0	60	150
T5047	0501440322	Radio Production	Audio Visual	3	90	60	0	150
T5474	0501440323	Sound Design	Audio Visual	3	90	60	0	150
Total Required Credits				6	180	60	60	300
Semester : 4								
Generic Core Courses								
T5703	0501440401	Dissertation		4	120	80	0	200
T5901	0501440402	Internship		2	100	0	0	100
Total				6	220	80	0	300
Specialization Core Courses : Journalism								
T5021	0501440403	The Business of Media	Journalism	2	60	40	0	100
Total				2	60	40	0	100
Specialization Elective : Journalism								
T5478	0501440404	Advanced Business Journalism	Journalism	2	60	40	0	100
F0002	0501440405	Flexi-Credit Course	Journalism	2	100	0	0	100
T5031	0501440406	Sports Journalism	Journalism	2	60	40	0	100
Total Required Credits				4	160	40	0	200
Specialization Core Courses : Audio Visual								
T5063	0501440407	Advanced Screenplay Writing and Direction	Audio Visual	2	60	0	40	100
TMC5038	0501440408	Content Marketing and Distribution	Audio Visual	2	60	40	0	100
Total				4	120	40	40	200
Specialization Elective : Audio Visual								
T5988	0501440409	Corporate Film Production	Audio Visual	2	60	0	40	100
T5064	0501440410	Graphics and Visual Special Effects	Audio Visual	2	60	0	40	100
F0002	0501440411	Flexi-Credit Course	Audio Visual	2	100	0	0	100
Total Required Credits				4	120	0	80	200



Symbiosis Institute of Media and Communication, Pune
Master of Arts (Mass Communication)
Programme Structure 2021-23

Semester	Internal Credits	External Credits	Total Credits	Total Marks
Journalism				
Semester 1	3	15	18	900
Semester 2	8	15	23	1150
Semester 3	7	20	27	1350
Semester 4	4	8	12	600
Total	22	58	80	4000
Audio Visual				
Semester 1	3	15	18	900
Semester 2	8	13	21	1050
Semester 3	7	20	27	1350
Semester 4	4	10	14	700
Total	22	58	80	4000



Symbiosis Institute of Media and Communication, Pune
Master of Arts (Mass Communication)
Programme Structure 2020-22

1.	OBJECTIVE	Providing industry with skilled and trained media professionals adept in all fields communication (specially in Journalism & Audio-Visual)			
2.	DURATION (IN MONTHS)	24 (Full Time)			
3.	INTAKE	60			
4.	RESERVATION	I. Within the sanctioned intake	a) SC (In Percentage)	b) ST (In Percentage)	c) Differently abled (In Percentage)
			15	7.5	3
		II. Over and above the sanctioned intake	a) Kashmiri Migrants (In Seats)	b) International Students (In Percentage)	
			2	15	
5.	ELIGIBILITY	Graduate from any recognised University/ Institution of National Importance with a minimum of 50% marks or equivalent grade (45% Marks or equivalent grade for Scheduled Caste/ Scheduled Tribes).			
6.	SELECTION PROCEDURE	MA(MC) SNAP Test, Personality Profiling, Group Exercise, Personal Interaction and Assignments			
7.	MEDIUM OF INSTRUCTION	English			
8.	PROGRAMME PATTERN	Semester			
9.	COURSE & SPECIALIZATION	Annexure A			
10.	FEE		Academic Fee p.a	Institute Deposit	Total
Journalism					
		Indian Students	400000	35000	435000
		International Students (USD equivalent to INR)	600000	35000	635000
Audio Visual					
		Indian Students	460000	35000	495000
		International Students (USD equivalent to INR)	690000	35000	725000
11.	ASSESSMENT	All internal courses will have 100% component as internal evaluation at the institute level. All external courses will have 60% internal component and 40% component as external (University) examination.			
12.	STANDARD OF PASSING	The assessment of the student for each examination is done, based on relative performance. Maximum Grade Point (GP) is 10 corresponding to O (Outstanding).			

		For all courses, a student is required to pass both internal and external examination separately with a minimum Grade Point of 4 corresponding to Grade P. Students securing less than 40% absolute marks in each head of passing will be declared FAIL. The University awards a degree to the student who has achieved a minimum CGPA of 4 out of maximum of 10 CGPA for the programme.
13.	AWARD OF DEGREE/ DIPLOMA/ CERTIFICATE	Master of Arts (Mass Communication) (Journalism/ Audio-Visual) will be awarded at the end of semester IV examination by taking into consideration the performance of all semester examinations after obtaining minimum 4.00 CGPA out of 10 CGPA.

14. NATURE WISE DISTRIBUTION OF CREDITS

Semester	Generic Core	Generic Elective	Specialization Core	Specialization Elective	Open Elective	Audit	Total
Journalism							
1	10	0	8	0	0	1*	18
2	6	0	15	0	0	0	21
3	5	0	18	4	0	1*	27
4	6	0	4	4	0	0	14
Total	27	0	45	8	0	0	80
Audio Visual							
1	10	0	8	0	0	1*	18
2	6	0	15	0	0	0	21
3	5	0	16	6	0	1*	27
4	6	0	4	4	0	0	14
Total	27	0	43	10	0	0	80

* Satisfactory completion of the non letter grade courses 'Integrated Disaster Management' and 'Research Publication' is mandatory for award of degree.

The revised programme structure supersedes the previously approved programme structure dated 16/04/2021 for the programme.

This Programme Structure is aligned with the norms laid down by the University and is approved by the Academic Council. Hereafter changes (if any) which conform to the policy on "Curriculum Development and Review" would be permissible, subject to revision of the Programme Structure, following the specified processes.

Head - Academics

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Symbiosis Institute of Media and Communication, Pune
Master of Arts (Mass Communication)
Programme Structure 2020-22

Annexure A

Catalog Course Code	Course Code	Course Title	Specialization	Credit	Internal Marks	External Marks	External (Jury)	Total Marks
Semester : 1								
Generic Core Courses								
T5450	0501440101	Film and Television Appreciation		4	120	80	0	200
T5699	0501440102	Digital Multimedia and Digital Technologies		3	90	60	0	150
T2225	0501440103	Research Methodology		2	60	40	0	100
T5801	0501440104	Project - I		1	50	0	0	50
T4005	0501440105	Integrated Disaster Management *		0	0	0	0	Non Letter Grade
Total				10	320	180	0	500
Specialization Core Courses : Journalism								
T5681	0501440106	Perspectives on Indian Media	Journalism	3	90	60	0	150
T5682	0501440107	Basics of Journalistic Writing	Journalism	3	90	60	0	150
T5686	0501440108	Online and Social Media Tools in Journalism	Journalism	2	100	0	0	100
Total				8	280	120	0	400
Specialization Core Courses : Audio Visual								
T5632	0501440109	Visual Narrative	Audio Visual	3	90	60	0	150
T5691	0501440110	Creative Writing	Audio Visual	3	90	60	0	150
T5187	0501440111	Evolving Media Technologies	Audio Visual	2	100	0	0	100
Total				8	280	120	0	400
Semester : 2								
Generic Core Courses								
T5545	0501440201	Communication Theories and Culture		3	90	60	0	150
T5802	0501440202	Project II		2	100	0	0	100
T5801	0501440203	Social Responsibility Project		1	50	0	0	50
Total				6	240	60	0	300
Specialization Core Courses : Journalism								
T5683	0501440204	News Reporting and Editing	Journalism	3	90	60	0	150
T5684	0501440205	Contemporary India and the World	Journalism	3	90	60	0	150
T5685	0501440206	Television News Basic	Journalism	3	150	0	0	150
T5465	0501440207	Media Laws, Ethics and Policies	Journalism	2	60	40	0	100
F5001	0501440208	Investigative and Environmental Journalism	Journalism	2	100	0	0	100
T5687	0501440209	Advanced Journalistic Writing	Journalism	2	60	40	0	100
Total				15	550	200	0	750



Symbiosis Institute of Media and Communication, Pune
Master of Arts (Mass Communication)
Programme Structure 2020-22

Annexure A

Catalog Course Code	Course Code	Course Title	Specialization	Credit	Internal Marks	External Marks	External (Jury)	Total Marks
Specialization Core Courses : Audio Visual								
T5044	0501440210	Camera and Lighting	Audio Visual	3	90	0	60	150
T5550	0501440211	Allied Skills for AV Production	Audio Visual	3	150	0	0	150
T5694	0501440212	Television Genres and Programming	Audio Visual	3	90	60	0	150
T5631	0501440213	Fundamentals of Sound	Audio Visual	2	60	40	0	100
F5002	0501440214	Design and Production: Theatre	Audio Visual	2	100	0	0	100
T5698	0501440215	Screenwriting	Audio Visual	2	60	40	0	100
Total				15	550	140	60	750
Semester : 3								
Generic Core Courses								
T5902	0501440302	Internship		3	150	0	0	150
T5802	0501440303	Project III		2	100	0	0	100
T0100	0501440304	Research Publication *		0	0	0	0	Non Letter Grade
Total				5	250	0	0	250
Specialization Core Courses : Journalism								
T5018	0501440305	Specialized Reporting	Journalism	3	90	60	0	150
T5458	0501440306	Television News - Advanced	Journalism	3	90	0	60	150
T5463	0501440307	Advanced Research Methodology	Journalism	3	90	60	0	150
T5627	0501440308	Understanding Public Policy	Journalism	2	100	0	0	100
T5689	0501440309	Basics of Finance, Economics and Business Journalism	Journalism	2	60	40	0	100
T5029	0501440321	Online Journalism	Journalism	2	60	40	0	100
T5688	0501440301	Documentary Film-Making	Journalism	3	90	0	60	150
Total				18	580	200	120	900
Specialization Core Courses : Audio Visual								
T5696	0501440310	Advanced Video Editing	Audio Visual	3	90	0	60	150
T5058	0501440311	Production Design	Audio Visual	2	60	0	40	100
T5471	0501440312	Auteur Studies	Audio Visual	2	60	40	0	100
T5475	0501440313	Direction	Audio Visual	2	60	40	0	100
F5007	0501440314	Film Aesthetics	Audio Visual	2	100	0	0	100
TMC5040	0501440322	Documentary Film Practices	Audio Visual	3	90	0	60	150
T5628	0501440323	Film Making	Audio Visual	2	60	0	40	100
Total				16	520	80	200	800
Specialization Elective : Journalism								



Symbiosis Institute of Media and Communication, Pune
Master of Arts (Mass Communication)
Programme Structure 2020-22

Annexure A

Catalog Course Code	Course Code	Course Title	Specialization	Credit	Internal Marks	External Marks	External (Jury)	Total Marks
T5025	0501440315	Entertainment and Lifestyle Journalism	Journalism	2	60	40	0	100
T5461	0501440316	Democracy and Political Parties	Journalism	2	60	40	0	100
T5462	0501440317	Regional Journalism	Journalism	2	60	40	0	100
Total Required Credits				4	120	80	0	200
Specialization Elective : Audio Visual								
T5047	0501440318	Radio Production	Audio Visual	3	90	60	0	150
T5053	0501440319	Multi Camera Techniques	Audio Visual	3	90	0	60	150
T5474	0501440320	Sound Design	Audio Visual	3	90	60	0	150
Total Required Credits				6	180	60	60	300
Semester : 4								
Generic Core Courses								
T5703	0501440401	Dissertation		4	120	80	0	200
T5901	0501440402	Internship		2	100	0	0	100
Total				6	220	80	0	300
Specialization Core Courses : Journalism								
T5021	0501440403	The Business of Media	Journalism	2	60	40	0	100
T5455	0501440404	Community Radio	Journalism	2	60	40	0	100
Total				4	120	80	0	200
Specialization Core Courses : Audio Visual								
TMC5038	0501440411	Content Marketing and Distribution	Audio Visual	2	60	40	0	100
T5063	0501440412	Advanced Screenplay Writing and Direction	Audio Visual	2	60	0	40	100
Total				4	120	40	40	200
Specialization Elective : Journalism								
T5031	0501440405	Sports Journalism	Journalism	2	60	40	0	100
T5478	0501440406	Advanced Business Journalism	Journalism	2	60	40	0	100
F0002	0501440407	Flexi-Credit Course	Journalism	2	100	0	0	100
Total Required Credits				4	120	80	0	200
Specialization Elective : Audio Visual								
T5064	0501440408	Graphics and Visual Special Effects	Audio Visual	2	60	0	40	100
T5988	0501440409	Corporate Film Production	Audio Visual	2	60	0	40	100
F0002	0501440410	Flexi-Credit Course	Audio Visual	2	100	0	0	100
Total Required Credits				4	120	0	80	200



Symbiosis Institute of Media and Communication, Pune
Master of Arts (Mass Communication)
Programme Structure 2020-22

Celebrating 50 Years of Excellence

Semester	Internal Credits	External Credits	Total Credits	Total Marks
Journalism				
Semester 1	3	15	18	900
Semester 2	8	13	21	1050
Semester 3	7	20	27	1350
Semester 4	4	10	14	700
Total	22	58	80	4000
Audio Visual				
Semester 1	3	15	18	900
Semester 2	8	13	21	1050
Semester 3	7	20	27	1350
Semester 4	4	10	14	700
Total	22	58	80	4000



Symbiosis Institute of Media and Communication, Pune
Master of Business Administration (Communication Management)
Programme Structure 2021-23

1.	OBJECTIVE	Providing the industry with skilled and trained media professionals adept in all fields of communication driven businesses viz. Brand Communication, Public Relations, Marketing & Media Analytics and Media Management.			
2.	DURATION (IN MONTHS)	24 (Full Time)			
3.	INTAKE	120			
4.	RESERVATION	I. Within the sanctioned intake	a) SC (In Percentage)	b) ST (In Percentage)	c) Differently abled (In Percentage)
			15	7.5	3
		II. Over and above the sanctioned intake	a) Kashmiri Migrants (In Seats)	b) International Students (In Percentage)	
			2	15	
5.	ELIGIBILITY	Graduate from any recognised University/ Institution of National Importance with a minimum of 50% marks or equivalent grade (45% marks or equivalent grade for Scheduled Caste/ Scheduled Tribes).			
6.	SELECTION PROCEDURE	Symbiosis National Aptitude Test Score, Academic Profile Score, Personal Interaction and Writing Ability Test (PI-WAT)			
7.	MEDIUM OF INSTRUCTION	English			
8.	PROGRAMME PATTERN	Semester			
9.	COURSE & SPECIALIZATION	As per Annexure A			
10.	FEE		Academic Fee p.a	Institute Deposit	Total
		Indian Students	535000	35000	570000
		International Students (USD equivalent to INR)	805000	35000	840000
11.	ASSESSMENT	All internal courses will have 100% component as internal evaluation at the institute level. All external courses will have 60% internal component and 40% component as external (University) examination.			
12.	STANDARD OF PASSING	The assessment of the student for each examination is done, based on relative performance. Maximum Grade Point (GP) is 10 corresponding to O (Outstanding). For all courses, a student is required to pass both internal and external examination separately with a minimum Grade Point of 4 corresponding to Grade P. Students securing less than 40% absolute marks in each head of passing will be declared FAIL. The University awards a degree to the student who has achieved a minimum CGPA of 4 out of maximum of 10 CGPA for the programme.			

13.	AWARD OF DEGREE/ DIPLOMA/ CERTIFICATE	Mater of Business Administration (Communication Management) degree will be awarded at the end of semester IV examination by taking into consideration the performance of all semester examinations after obtaining minimum 4 CGPA out of 10 CGPA.
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14. NATURE WISE DISTRIBUTION OF CREDITS

Semester	Generic Core	Generic Elective	Specialization Core	Specialization Elective	Open Elective	Audit	Total
1	21	0	0	0	0	1*	21
2	22	0	7	3	0	0	32
3	19	0	8	2	0	1*	29
4	14	4	0	0	0	0	18
Total	76	4	15	5	0	0	100

* Satisfactory completion of the non letter grade courses 'Integrated Disaster Management' and 'Research Publication' is mandatory for award of degree.

The revised programme structure supersedes the previously approved programme structure dated 25/05/2021 for the programme.

**This Programme Structure is aligned with the norms laid down by the University and is approved by the Academic Council.
Hereafter changes (if any) which conform to the policy on "Curriculum Development and Review" would be permissible, subject to revision of the Programme Structure, following the specified processes.**

Head - Academics

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Celebrating 50 Years of Excellence

Symbiosis Institute of Media and Communication, Pune
Master of Business Administration (Communication Management)
Programme Structure 2021-23

Annexure A

Catalog Course Code	Course Code	Course Title	Specialization	Credit	Internal Marks	External Marks	Total Marks
Semester : 1							
Generic Core Courses							
T2216	0501430101	Business Statistics		2	60	40	100
T2114	0501430102	Essentials of Marketing Management		2	60	40	100
TMC5043	0501430103	Communication Theories and Culture		2	60	40	100
TMC5010	0501430104	Media and Communication Industry Overview		2	60	40	100
T5622	0501430105	Integrated Marketing Communication Planning		3	90	60	150
TMC5017	0501430106	Principles and Practices of Management & Organisational Behaviour		2	60	40	100
T2225	0501430107	Research Methodology		2	60	40	100
T5960	0501430108	Business Communication - I		2	60	40	100
T6801	0501430109	Economics and Accounting		2	60	40	100
T5962	0501430110	Digital Ecosystem		1	50	0	50
T5801	0501430111	Project - I		1	50	0	50
T4005	0501430112	Integrated Disaster Management *		0	0	0	Non Letter Grade
Total				21	670	380	1050
Semester : 2							
Generic Core Courses							
T2119	0501430201	Consumer Behaviour and Insights		3	90	60	150
TMC5033	0501430202	Content Creation & Marketing		3	90	60	150
T2742	0501430203	Digital Marketing		3	90	60	150
T5957	0501430204	Strategic Brand Management		3	90	60	150
T2133	0501430205	Sales Management		2	60	40	100
T2513	0501430206	Marketing Research		2	60	40	100
T2227	0501430207	Business Analytics		2	60	40	100
T2840	0501430208	Qualitative Research Methods		2	60	40	100
T5801	0501430209	Social Responsibility Project		1	50	0	50
T5801	0501430210	Project II		1	50	0	50
Total				22	700	400	1100
Specialization Core Courses : Brand Communication (Major)							



Celebrating 50 Years of Excellence

Symbiosis Institute of Media and Communication, Pune
Master of Business Administration (Communication Management)
Programme Structure 2021-23

Annexure A

Catalog Course Code	Course Code	Course Title	Specialization	Credit	Internal Marks	External Marks	Total Marks
TMC5018	0501430211	Account Planning Models and Practices	Brand Communication	2	60	40	100
T5092	0501430212	Specialised Advertising Research	Brand Communication	2	60	40	100
TMC5036	0501430213	Advertising Management	Brand Communication	2	100	0	100
TMC5023	0501430214	Copywriting	Brand Communication	1	50	0	50
Total				7	270	80	350
Specialization Core Courses : Media Management (Major)							
T5003	0501430215	Strategic Media Planning	Media Management	3	150	0	150
T5617	0501430216	Media Sales and Marketing	Media Management	2	60	40	100
TMC5050	0501430217	Strategic Media Buying	Media Management	2	60	40	100
Total				7	270	80	350
Specialization Core Courses : Public Relations (Major)							
TMC5021	0501430218	Public Relations Industry	Public Relations	3	150	0	150
T5949	0501430219	Writing for Public Relations	Public Relations	2	60	40	100



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Catalog Course Code	Course Code	Course Title	Specialization	Credit	Internal Marks	External Marks	Total Marks
T5097	0501430220	Event Management	Public Relations	2	60	40	100
Total				7	270	80	350
Specialization Core Courses : Marketing and Media Analytics (Major)							
TMC502 4	0501430221	Data Visualization -1	Marketing and Media Analytics	1	50	0	50
TMC500 7	0501430222	Multivariate Analysis - 1	Marketing and Media Analytics	2	100	0	100
T3531	0501430223	R Programming	Marketing and Media Analytics	2	60	40	100
TMC503 1	0501430224	Data Privacy & Technical Considerations	Marketing and Media Analytics	2	60	40	100
Total				7	270	80	350
Choose any one Minor Group							
Minor: Brand Communication							
TMC503 6	0501430213	Advertising Management	Brand Communication	2	100	0	100
TMC503 7	0501430225	Creative start-up	Brand Communication	1	50	0	50
Total Required Credits				3	150	0	150
Minor: Media Management							
T5003	0501430215	Strategic Media Planning	Media Management	3	150	0	150
Total Required Credits				3	150	0	150
Minor: Public Relations							
TMC502 1	0501430218	Public Relations Industry	Public Relations	3	150	0	150
Total Required Credits				3	150	0	150
Minor: Marketing and Media Analytics							
TMC502 4	0501430221	Data Visualization -1	Marketing and Media Analytics	1	50	0	50
TMC500 7	0501430222	Multivariate Analysis - 1	Marketing and Media Analytics	2	100	0	100



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Catalog Course Code	Course Code	Course Title	Specialization	Credit	Internal Marks	External Marks	Total Marks
Total Required Credits				3	150	0	150
Semester : 3							
Generic Core Courses							
T5904	0501430301	Internship		5	150	100	250
TE7467	0501430302	Artificial Intelligence, Augmented Reality and Virtual Reality		2	60	40	100
T5187	0501430303	Evolving Media Technologies		2	100	0	100
T2141	0501430304	Rural Marketing		2	60	40	100
F0002	0501430305	Flexi-Credit Course		2	100	0	100
T2692	0501430306	Social Media Analytics		2	60	40	100
T2777	0501430307	Management Accounting		2	60	40	100
T5076	0501430308	Introduction to Syndicated Database and Analysis with Workshop		2	100	0	100
T0100	0501430309	Research Publication *		0	0	0	Non Letter Grade
Total				19	690	260	950
Specialization Core Courses : Brand Communication (Major)							
T5611	0501430310	Advertising Strategy	Brand Communication	3	150	0	150
TMC5016	0501430311	Applied Semiotics for Brand Communication	Brand Communication	2	60	40	100
TMC5020	0501430312	Communication Design	Brand Communication	2	60	40	100
TMC5037	0501430313	Creative start-up	Brand Communication	1	50	0	50
Total				8	320	80	400
Specialization Core Courses : Media Management (Major)							



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Catalog Course Code	Course Code	Course Title	Specialization	Credit	Internal Marks	External Marks	Total Marks
T5103	0501430314	Advance Media Planning and Media Innovation	Media Management	3	150	0	150
T5100	0501430315	Media Research and Applications	Media Management	2	60	40	100
T5541	0501430316	Economics & Business of Media	Media Management	2	60	40	100
TMC505 1	0501430317	Entrepreneurship in Media	Media Management	1	50	0	50
Total				8	320	80	400
Specialization Core Courses : Public Relations (Major)							
T5952	0501430318	Corporate Communication Strategy	Public Relations	3	150	0	150
T5001	0501430319	Strategic PR and Reputation Management	Public Relations	2	60	40	100
T5609	0501430320	Public Affairs	Public Relations	2	60	40	100
T5950	0501430321	Cases in Public Relations Strategy	Public Relations	1	50	0	50
Total				8	320	80	400
Specialization Core Courses : Marketing and Media Analytics (Major)							
TMC501 4	0501430322	Multivariate Analysis - 2	Marketing and Media Analytics	2	60	40	100
TMC502 8	0501430323	Data Visualization -2	Marketing and Media Analytics	2	100	0	100



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Catalog Course Code	Course Code	Course Title	Specialization	Credit	Internal Marks	External Marks	Total Marks
TMC5029	0501430324	Python Basics	Marketing and Media Analytics	2	100	0	100
TMC5011	0501430325	Consumer, Brand and Media Insights	Marketing and Media Analytics	2	60	40	100
Total				8	320	80	400
Choose any one Minor Group							
Minor: Brand Communication							
TMC5020	0501430312	Communication Design	Brand Communication	2	60	40	100
Total Required Credits				2	60	40	100
Minor: Media Management							
T5541	0501430316	Economics & Business of Media	Media Management	2	60	40	100
Total Required Credits				2	60	40	100
Minor: Public Relations							
T5949	0501430326	Writing for Public Relations	Public Relations	2	60	40	100
Total Required Credits				2	60	40	100
Minor: Marketing and Media Analytics							
TMC5011	0501430325	Consumer, Brand and Media Insights	Marketing and Media Analytics	2	60	40	100
Total Required Credits				2	60	40	100
Semester : 4							
Generic Core Courses							
T5707	0501430401	Dissertation/Digital/Multimedia Project		8	240	160	400
T5108	0501430402	Brand Valuation and Return on Marketing Investments (ROMI)		3	150	0	150
F0002	0501430403	Flexi-Credit Course		2	100	0	100
F0001	0501430404	Flexi-Credit Course		1	50	0	50
Total				14	540	160	700
Generic Elective Courses Group - I							
F0002	0501430405	Flexi-Credit Course		2	100	0	100
F0002	0501430406	Flexi-Credit Course		2	100	0	100
Total Required Credits				2	100	0	100
Generic Elective Courses Group -II							
T2121	0501430407	Customer Relationship Management		2	100	0	100



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Catalog Course Code	Course Code	Course Title	Specialization	Credit	Internal Marks	External Marks	Total Marks
T5963	0501430408	Marketing Strategy		2	100	0	100
Total Required Credits				2	100	0	100



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Semester	Internal Credits	External Credits	Total Credits	Total Marks
Brand Communication				
Semester 1	2	19	21	1050
Semester 2	8	24	32	1600
Semester 3	10	19	29	1450
Semester 4	10	8	18	900
Total	30	70	100	5000
Media Management				
Semester 1	2	19	21	1050
Semester 2	8	24	32	1600
Semester 3	10	19	29	1450
Semester 4	10	8	18	900
Total	30	70	100	5000
Public Relations				
Semester 1	2	19	21	1050
Semester 2	8	24	32	1600
Semester 3	10	19	29	1450
Semester 4	10	8	18	900
Total	30	70	100	5000
Marketing and Media Analytics				
Semester 1	2	19	21	1050
Semester 2	8	24	32	1600
Semester 3	10	19	29	1450
Semester 4	10	8	18	900
Total	30	70	100	5000



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1.	OBJECTIVE	Providing the industry with skilled and trained media professionals adept in all fields of communication driven businesses viz. Brand Communication, Public Relations, Marketing & Media Analytics and Media Management.			
2.	DURATION (IN MONTHS)	24 (Full Time)			
3.	INTAKE	120			
4.	RESERVATION	I. Within the sanctioned intake	a) SC (In Percentage)	b) ST (In Percentage)	c) Differently abled (In Percentage)
			15	7.5	3
		II. Over and above the sanctioned intake	a) Kashmiri Migrants (In Seats)	b) International Students (In Percentage)	
			2	15	
5.	ELIGIBILITY	Graduate from any recognised University/ Institution of National Importance with a minimum of 50% marks or equivalent grade (45% marks or equivalent grade for Scheduled Caste/ Scheduled Tribes).			
6.	SELECTION PROCEDURE	Symbiosis National Aptitude Test Score, Academic Profile Score, Personal Interaction and Writing Ability Test (PI-WAT)			
7.	MEDIUM OF INSTRUCTION	English			
8.	PROGRAMME PATTERN	Semester			
9.	COURSE & SPECIALIZATION	As per Annexure A			
10.	FEE		Academic Fee p.a	Institute Deposit	Total
		Indian Students	535000	35000	570000
		International Students (USD equivalent to INR)	805000	35000	840000
11.	ASSESSMENT	All internal courses will have 100% component as internal evaluation at the institute level. All external courses will have 60% internal component and 40% component as external (University) examination.			
12.	STANDARD OF PASSING	The assessment of the student for each examination is done, based on relative performance. Maximum Grade Point (GP) is 10 corresponding to O (Outstanding). For all courses, a student is required to pass both internal and external examination separately with a minimum Grade Point of 4 corresponding to Grade P. Students securing less than 40% absolute marks in each head of passing will be declared FAIL. The University awards a degree to the student who has achieved a minimum CGPA of 4 out of maximum of 10 CGPA for the programme.			

13.	AWARD OF DEGREE/ DIPLOMA/ CERTIFICATE	Mater of Business Administration (Communication Management) degree will be awarded at the end of semester IV examination by taking into consideration the performance of all semester examinations after obtaining minimum 4 CGPA out of 10 CGPA.
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14. NATURE WISE DISTRIBUTION OF CREDITS

Semester	Generic Core	Generic Elective	Specialization Core	Specialization Elective	Open Elective	Audit	Total
1	25	0	0	0	0	1*	25
2	23	0	6	0	0	0	29
3	20	0	8	0	0	1*	28
4	14	4	0	0	0	0	18
Total	82	4	14	0	0	0	100

* Satisfactory completion of the non letter grade courses 'Integrated Disaster Management' and 'Research Publication' is mandatory for award of degree.

The revised programme structure supersedes the previously approved programme structure dated 08/02/2021 for the programme.

This Programme Structure is aligned with the norms laid down by the University and is approved by the Academic Council. Hereafter changes (if any) which conform to the policy on "Curriculum Development and Review" would be permissible, subject to revision of the Programme Structure, following the specified processes.

Head - Academics

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Catalog Course Code	Course Code	Course Title	Specialization	Credit	Internal Marks	External Marks	Total Marks
Semester : 1							
Generic Core Courses							
T2217	0501430101	Business Statistics		3	90	60	150
T2116	0501430102	Marketing Management		3	90	60	150
T5545	0501430103	Communication Theories and Culture		3	90	60	150
T5068	0501430104	Media and Communication Industry Overview		3	90	60	150
T5622	0501430105	Integrated Marketing Communication Planning		3	90	60	150
T5964	0501430106	Principles and Practices of Management and Organizational Behaviour		3	90	60	150
T2225	0501430107	Research Methodology		2	60	40	100
T5802	0501430108	Project I		2	100	0	100
T5960	0501430109	Business Communication - I		2	60	40	100
T5962	0501430110	Digital Ecosystem		1	50	0	50
T4005	0501430111	Integrated Disaster Management *		0	0	0	Non Letter Grade
Total				25	810	440	1250
Semester : 2							
Generic Core Courses							
T2119	0501430201	Consumer Behaviour and Insights		3	90	60	150
T2133	0501430202	Sales Management		2	60	40	100
T2742	0501430203	Digital Marketing		3	90	60	150
T5957	0501430204	Strategic Brand Management		3	90	60	150
T2513	0501430205	Marketing Research		2	60	40	100
T2227	0501430206	Business Analytics		2	60	40	100
T6801	0501430207	Economics and Accounting		2	100	0	100
T5956	0501430208	Content Marketing		2	100	0	100
T5801	0501430209	Social Responsibility Project		1	50	0	50
T2840	0501430219	Qualitative Research Methods		2	60	40	100
T5801	0501430220	Project II		1	50	0	50
Total				23	810	340	1150
Specialization Core Courses : Brand Communication							
T5094	0501430210	Account Planning Models and Practices	Brand Communication	3	150	0	150
T5610	0501430211	Advertising Management	Brand Communication	3	90	60	150
Total				6	240	60	300



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Catalog Course Code	Course Code	Course Title	Specialization	Credit	Internal Marks	External Marks	Total Marks
Specialization Core Courses : Media Management							
T5102	0501430214	Media Investment Management	Media Management	3	150	0	150
T5003	0501430215	Strategic Media Planning	Media Management	3	90	60	150
Total				6	240	60	300
Specialization Core Courses : Public Relations							
T5953	0501430216	Public Relations and Corporate Communication	Public Relations	3	90	60	150
T5949	0501430217	Writing for Public Relations	Public Relations	2	100	0	100
T5950	0501430218	Cases in Public Relations Strategy	Public Relations	1	50	0	50
Total				6	240	60	300
Specialization Core Courses : Marketing and Media Analytics							
T5516	0501430212	Consumer, Brand and Media Insights	Marketing and Media Analytics	3	90	60	150
T5948	0501430213	Data Visualization	Marketing and Media Analytics	3	150	0	150
Total				6	240	60	300
Semester : 3							
Generic Core Courses							
T5904	0501430301	Internship		5	150	100	250
T5187	0501430302	Evolving Media Technologies		2	60	40	100
T2141	0501430303	Rural Marketing		2	60	40	100
T2777	0501430304	Management Accounting		2	60	40	100
T2692	0501430305	Social Media Analytics		2	60	40	100
T5088	0501430306	Sports and Entertainment Marketing		2	100	0	100
TE7467	0501430307	Artificial Intelligence, Augmented Reality and Virtual Reality		2	60	40	100
T5959	0501430308	Business Communication - II		1	50	0	50
T5076	0501430322	Introduction to Syndicated Database and Analysis with Workshop		2	100	0	100
T0100	0501430309	Research Publication *		0	0	0	Non Letter Grade
Total				20	700	300	1000
Specialization Core Courses : Brand Communication							
T5611	0501430310	Advertising Strategy	Brand Communication	3	90	60	150
T5613	0501430311	Communication Design and Innovation Management	Brand Communication	3	150	0	150



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Catalog Course Code	Course Code	Course Title	Specialization	Credit	Internal Marks	External Marks	Total Marks
T5092	0501430312	Specialised Advertising Research	Brand Communication	2	60	40	100
Total				8	300	100	400
Specialization Core Courses : Media Management							
T5103	0501430316	Advance Media Planning and Media Innovation	Media Management	3	150	0	150
T5621	0501430317	Specialized Media Research	Media Management	3	90	60	150
T5541	0501430318	Economics & Business of Media	Media Management	2	60	40	100
Total				8	300	100	400
Specialization Core Courses : Public Relations							
T5951	0501430319	Strategic PR and Reputation Management	Public Relations	3	150	0	150
T5952	0501430320	Corporate Communication Strategy	Public Relations	3	90	60	150
T5097	0501430321	Event Management	Public Relations	2	60	40	100
Total				8	300	100	400
Specialization Core Courses : Marketing and Media Analytics							
T3363	0501430313	Multivariate Data Analysis	Marketing and Media Analytics	3	150	0	150
T3512	0501430314	Data Privacy: Ethics, Law and Technical Considerations	Marketing and Media Analytics	3	90	60	150
T3531	0501430315	R Programming	Marketing and Media Analytics	2	60	40	100
Total				8	300	100	400
Semester : 4							
Generic Core Courses							
T5707	0501430401	Dissertation/Digital/Multimedia Project		8	240	160	400
T5108	0501430402	Brand Valuation and Return on Marketing Investments (ROMI)		3	150	0	150
F0002	0501430403	Flexi-Credit Course		2	100	0	100
F0001	0501430404	Flexi-Credit Course		1	50	0	50
Total				14	540	160	700
Generic Elective Courses Group							
T5963	0501430405	Marketing Strategy		2	60	40	100
T2121	0501430406	Customer Relationship Management		2	60	40	100
Total Required Credits				2	60	40	100



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Catalog Course Code	Course Code	Course Title	Specialization	Credit	Internal Marks	External Marks	Total Marks
Generic Elective Courses Group							
F0002	0501430407	Flexi-Credit Course		2	100	0	100
F0002	0501430408	Flexi-Credit Course		2	100	0	100
Total Required Credits				2	100	0	100



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Semester	Internal Credits	External Credits	Total Credits	Total Marks
Brand Communication				
Semester 1	3	22	25	1250
Semester 2	9	21	30	1500
Semester 3	8	21	29	1450
Semester 4	8	10	18	900
Total	28	74	102	5100
Media Management				
Semester 1	3	22	25	1250
Semester 2	9	21	30	1500
Semester 3	8	21	29	1450
Semester 4	8	10	18	900
Total	28	74	102	5100
Public Relations				
Semester 1	3	22	25	1250
Semester 2	9	21	30	1500
Semester 3	8	21	29	1450
Semester 4	8	10	18	900
Total	28	74	102	5100
Marketing and Media Analytics				
Semester 1	3	22	25	1250
Semester 2	9	21	30	1500
Semester 3	8	21	29	1450
Semester 4	8	10	18	900
Total	28	74	102	5100