



SCHOOL of

BROADCASTING & COMMUNICATION

"EDUCATION FOR EVOLUTION"

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

25 Years of Academic Excellence

Bachelor of Mass Communication



School of Broadcasting & Communication is affiliated to 'Makhanlal Chaturvedi National University of Journalism and Communication' and is the first institute in Mumbai to introduce Master's Degree Programmes in Media Studies. A small step in this arena is the launch of our in-house production set-up called SHAMBHALA, through which we wish to give non-stop production opportunities to our students and in turn hone their hidden talents and skillsets. We want to give wings to their ideas by giving them a stage to showcase their talents and to experiment fearlessly.

Course Content

- Semester I
1. Science of Communication-I
 2. Sociology
 3. Basic Computer Application
 4. English
 5. Open Elective (To be decided by the University)

- Semester II
1. Science of Communication-II
 2. Computer for Mass Media
 3. Psychology
 4. Environmental Science
 5. Open Elective (To be decided by the University)

- Semester III
1. History of Print and Electronic Media
 2. Political Science
 3. News Writing / Print Production
 4. Hindi-I
 5. Open Elective (To be decided by the University)

- Semester IV
1. Reporting and Editing for Print Media
 2. Economics
 3. Gender Studies and Media / New Media and Online Journalism
 4. Communicative English
 5. Open Elective (To be decided by the University)

- Semester V
1. Reporting & Editing for Electronic Media
 2. Development Communication
 3. Advertising / Media Business Management
 4. Hindi-II
 5. Open Elective (To be decided by the University)

- Semester VI
1. Communication Research
 2. Media Laws and Ethics
 3. Public Relations / Media, Society and Culture
 4. Non- Linear Video Editing
 5. Open Elective (To be decided by the University)

Our Placement



Andhakshi Building, 37, Gilbert Hill Road, Near Bhavans College, Andheri (W), Mumbai - 400058 India | +91 9867120100 / 9833004876
info@sbc.ac.in | www.sbc.ac.in

Eligibility: 10+2 | No. of Seats: 30 | Course Duration 3 years (6 Semesters)