



SCHOOL of

BROADCASTING & COMMUNICATION

"EDUCATION FOR EVOLUTION"

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

25 Years of Academic Excellence

School of Broadcasting & Communication is affiliated to 'Makhhanlal 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.

Master of Broadcast Journalism



Course Content

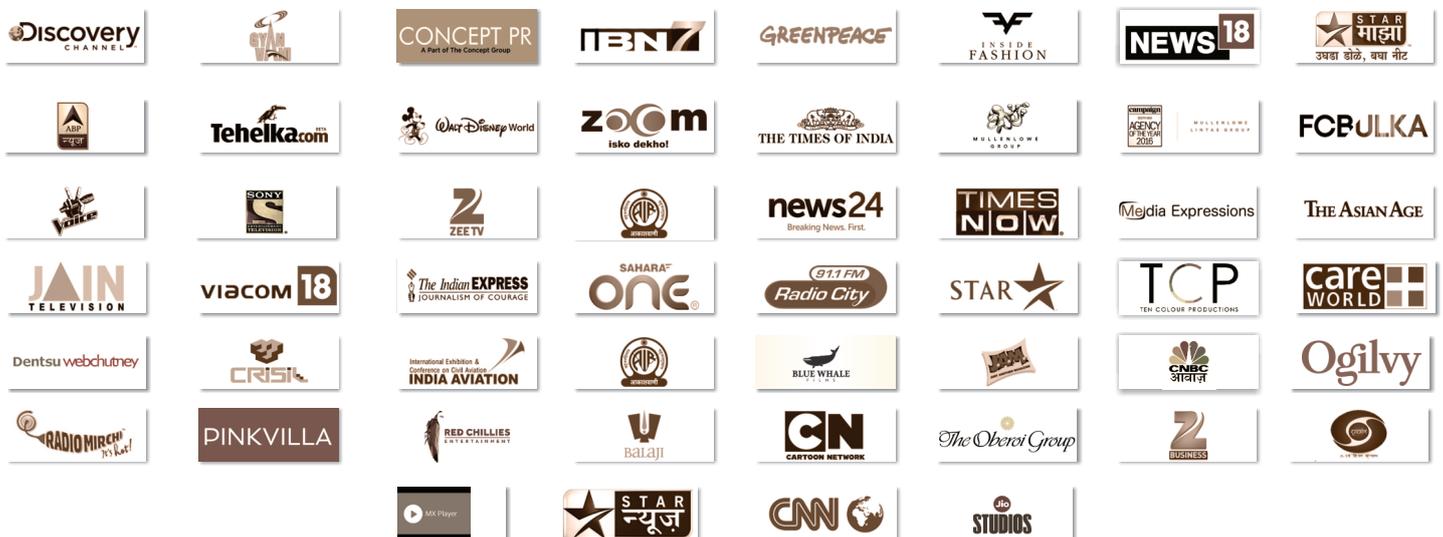
- Semester I**
1. Introduction to Broadcast Media
 2. Communication : Theory & Practice
 3. Writing & Media Language for Broadcast Media
 4. Application of Computers In Broadcast Media / Communication for Sustainable Development
 5. Open Elective (To be decided by the University)

- Semester II**
1. Radio Scripting & Podcasting
 2. Reporting for Broadcast Journalism
 3. Video Editing & Graphics
 4. Management & Entrepreneurship for Broadcast Media / Documentary Film Production
 5. Open Elective (To be decided by the University)

- Semester III**
1. Research for Broadcast Media
 2. Data Journalism
 3. Media Law & Ethics
 4. Media Literacy, Verification & Analysis / Advertising & Public Relation for Broadcast Media
 5. Open Elective (To be decided by the University)

- Semester IV**
1. Anchoring for Broadcast Media
 2. Production Portfolio
 3. Industry Internship
 4. Audience Analysis & Media Consumption / Broadcast Technology
 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: Graduate | No. of Seats: 25 | Course Duration 2 years (4 Semesters)