



SYMBIOSIS INTERNATIONAL (DEEMED UNIVERSITY)

(Established under Section 3 of the UGC Act, 1956)

Re-accredited by NAAC with 'A++' Grade | Awarded Category – I by UGC

PROSPECTUS

Post - Graduate Studies
2026-27



Symbiosis
Institute of
Media and
Communication
(SIMC, Pune)



Contact Details:

Symbiosis Institute of Media and Communication, Pune (SIMC)

Symbiosis knowledge village, Gram Lavale,

Taluka: Mulshi, Pune 412 115 Maharashtra, India.

Telephone number: 020-28116100 / 6120 / 088888 64620

Email: admissions@simc.edu

Website: www.simc.edu



Dr. Ruchi Kher Jaggi
Director

Director Profile:

Dr. Ruchi Kher Jaggi is Professor and Director of Symbiosis Institute of Media and Communication, and Dean of the Faculty of Media and Communication, Symbiosis International (Deemed University), Pune, India. She completed her PhD at the Department of Media & Communication Studies, University of Pune. She has completed her post-graduation in Mass Communication from Panjab University, Chandigarh. With a professional experience in higher education for over two decades, she works at the intersection of institutional development, curriculum innovation, and critical inquiry. As a media scholar, she researches Television, Streaming Platforms, Children and Media, Korean Dramas, and AI & Media Education. Her research has been presented at national and international communication conferences and published in peer-reviewed international journals.

She was awarded the SPARC research grant by the Ministry of Education, Govt. of India where she is working on a project in collaboration with University of Western Ontario, Canada. Dr. Jaggi is also a recipient of a research grant on a project on Interactive Documentaries in partnership with Salisbury University, Maryland, USA under USIEF's U.S.-India 21st Century Knowledge Initiative. She has also been awarded twice with the 'Woman Leadership Award'. She has significant international experience having travelled for academic conferences and projects to different countries besides being the resource person on media studies for many international students who pursue short courses as part of the international student exchange programme at Symbiosis International (Deemed University), Pune.

Institute Profile:

Founded in 1990 as the Symbiosis Institute of Journalism & Communication (SIJC), the Institute evolved in 1998 into the Symbiosis Institute of Mass Communication (SIMC), expanding its scope beyond Journalism to meet the dynamic needs of the media industry. In 2007, reflecting the sector's rapidly diversifying landscape, it was re-christened as the Symbiosis Institute of Media and Communication. Consistently ranked among India's premier media and communication colleges, SIMC offers MA in Journalism and Media Industries, MA in Film, Television and Digital Production, and MBA in Communication Management. For 35 years, its holistic pedagogy has shaped generations of media professionals whose talent, vision, and impact have propelled the industry to new heights.

The Symbiosis Institute of Media and Communication, India's top-ranked media school, boasts a legacy of over three decades. Its state-of-the-art Symbiosis Studios serve as dynamic, real-world workspaces for students while drawing film industry professionals for their projects. SIMC's alumni lead the media sector in India and abroad, earning prestigious accolades, including an Oscar in 2023.



The Corporate Interface Teams (CIT) are a hallmark of SIMC's academic programmes, serving as a dynamic bridge between industry and academia. Through meticulously curated workshops, talks, and symposia with leading industry experts, CIT equips students with the skills, perspectives, and confidence needed to excel in the professional world. Centred on contemporary, relevant themes, these events foster vibrant platforms for knowledge exchange while playing a strategic role in enhancing employability.

Each academic programme at SIMC has a dedicated Placement Committee that actively facilitates internships and final placements. Year after year, SIMC has achieved the remarkable distinction of securing 100% placements for its students in top communication and media organisations across diverse domains.

Research forms a vital pillar of SIMC's identity. Faculty members are deeply engaged in impactful projects and publications, exploring an impressive spectrum of topics such as Gender and Media, Digital Inequalities, Cultural Studies, Children and Media, Film Studies, Digital Journalism, Artificial Intelligence, and Streaming Platforms.

SIMC is home to the Symbiosis Centre for Research in Media and Communication Industry (SCRMCI) and hosts the biennial International Conference on Media and Communication (ICMAC), fostering meaningful global dialogue on the evolving media landscape.

In 2025, SIMC was ranked the second-best media college in the country by the Outlook-ICARE Rankings. In the same year, India Today placed SIMC 4th nationally and 2nd among private media institutes, while The Week ranked the institute 4th nationally and 2nd among all private media institutes in India.

Further cementing its leadership, SIMC and Symbiosis International (Deemed University) launched the Symbiosis Film Festival (SFF) to showcase emerging cinematic talent. The inaugural 2024 edition, a two-day celebration of filmmaking with a spotlight on screenwriting, brought together a vibrant blend of industry veterans and young creators. SFF 2024 was inaugurated by Shri Amitabh Bachchan, legendary actor and Professor Emeritus, Faculty of Media and Communication, SIU.

Programme Profile:

- **Master of Business Administration (Communication Management)**

SIMC's MBA programme is designed to holistically equip students with expertise in all facets of communication management, offering core courses in marketing strategy, content creation, strategic brand management, social media analytics, Artificial Intelligence, Augmented and Virtual Reality, and social entrepreneurship. Students further have the opportunity to specialize in Brand Communication, Media Management, Public Relations, or Marketing & Media Analytics. Uniquely, these specializations are offered as both major and minor, expanding the scope of learning and empowering students to emerge as versatile, industry-ready professionals.

- **Master of Arts (Journalism and Media Industries)**
- **Master of Arts (Film, Television and Digital Production)**

SIMC now offers two new MA programmes, each delivering a diverse portfolio of courses tailored to the media industry:

MA – Journalism and Media Industries

MA – Film, Television and Digital Production

Duration of the Programme

- **Master of Business Administration (Communication Management)** : 2 years, Full Time, Residential programme
- **Master of Arts (Journalism and Media Industries)** : 2 years, Full Time, Residential programme
- **Master of Arts (Film, Television and Digital Production)** : 2 years, Full Time, Residential programme

Intake:

- **Master of Business Administration (Communication Management)** : 120 Students
- **Master of Arts (Journalism and Media Industries)** : 30 Students
- **Master of Arts (Film, Television and Digital Production)** : 30 Students

Eligibility

- **Master of Business Administration (Communication Management)**

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).

- **Master of Arts (Journalism and Media Industries)**

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).

- **Master of Arts (Film, Television and Digital Production)**

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).

Important: It is the responsibility of the candidate to ascertain whether he / she possesses the requisite qualification(s)/ eligibility for admission. Having been admitted provisionally does not mean acceptance of eligibility. Final eligibility of admission will be decided by Symbiosis International (Deemed University), subject to successful fulfilment of specified admission norms.

Reservation of Seats: As per University norms.

Admission Process

- **Master of Business Administration (Communication Management)**

- Appear for SNAP Test. Taking the SNAP Test is mandatory for applying to SIMC's MBA(CM) Programme.
- Post clearing the SNAP test, the 2nd Phase involves appearing for the Group Exercise and Personal Interaction process. It is mandatory for all shortlisted candidates to complete this process

- **Master of Arts (Journalism and Media Industries)**

- **Master of Arts (Film, Television and Digital Production)**

- Fill the MA registration form.
- After the registration closure, the next phase involves appearing for Personal Interaction and Written Ability Test. It is mandatory for all shortlisted candidates to complete this process.

Important Dates

- **Master of Business Administration (Communication Management)**

Particular	Date
SNAP 2025 Registration and Payment Commence	August 01,2025 (Friday)
SNAP 2025 Registration and Payment Closes	November 20, 2025 (Thursday)
Admit Card Live On (www.snaptest.org) Timings of the tests will be communicated to the candidates via their Admit Cards	SNAP 01: November 28,2025 (Friday)
	SNAP 02: December 08, 2025 (Monday)
	SNAP 03: December 15, 2025 (Monday)
SNAP Computer Base Test (CBT) 2025	SNAP 01: December 06, 2025 (Saturday)
	SNAP 02: December 14, 2025 (Sunday)
	SNAP 03: December 20, 2025 (Saturday)
Announcement of Result	January 09, 2026 (Friday)
SIMC Registration/Payment closes on	January 19, 2026 (Monday)
Declaration of shortlisting for GE-PI	January 31, 2026 (Saturday)
Dates of GE-PI Process	February 27, 28 and March 1, 2026 (Fri-Sat-Sun)
Declaration of First Merit List	March 10, 2026 (Tuesday)
Programme Commencement	June 2026

- **Master of Arts (Journalism and Media Industries)**
- **Master of Arts (Film, Television and Digital Production)**

Particular	Date
MA Phase I	
MA Programme Online Registration Starts	November 2025
MA Registration and Payment Closes	February 2026
MA Phase II	
Declaration of Candidates for Personal Interaction and Written Ability Test (PI-WAT)	Late February/Early March 2026
Personal Interaction and Written Ability Test (PI-WAT)	
MA - Film, Television and Digital Production	March and April 2026
Personal Interaction and Written Ability Test (PI-WAT)	
MA- Journalism and Media Industries	March and April 2026
Announcement of First Merit List	April 2026
Last Date of Fee Payment of First Merit List (1st instalment)	April or May 2026
Programme Commencement	June 2026

Disclaimer: These dates are tentative and are subject to change. Any changes will be reflected on the institute website www.simc.edu

Orientation and Pedagogy:

- **Master of Business Administration (Communication Management)**

SIMC shapes future-ready media leaders through its Masters of Business Administration (Communication Management) programme, crafted to match the pace and dynamism of the global media and communications industry. In a business defined by constant transformation, learning extends beyond the classroom through live case studies, immersive simulations, and hands-on industry projects, ensuring students graduate with both strategic insight and practical expertise.

The programme evolves in rhythm with the industry, driven by continuous feedback from distinguished faculty, industry stalwarts, and accomplished alumni. Its curriculum reflects the forefront of change integrating emerging platforms, breakthrough technologies, and innovative business practices into every specialization. The digital dimension is seamlessly woven through Brand Communication, Public Relations, Media Management, and Marketing & Media Analytics, empowering graduates to navigate and lead in a media ecosystem where innovation is the currency of success.

- **Master of Arts (Journalism and Media Industries)**

The new programme is crafted in response to the evolving practice of journalism and the emergence of diverse career pathways. It combines a rich blend of theory and practice-based courses tailored to the needs of journalism and media industries. In addition, students may choose from three distinct 'minor' stacks to complement their learning:

- **Media Practice**
- **Media Business**
- **Media Research**

- **Master of Arts (Film, Television and Digital Production)**

The new programme responds to the rapidly transforming landscape of audio-visual production, equipping students with an expansive understanding of its cutting-edge practices. To further sharpen their creative and professional edge, students can select from three distinctive 'minor' stacks:

- **Branded Content**
- **Filmmaking**
- **Television Production**

For both MA programmes, classroom learning is seamlessly enriched with live workshops, industry-driven projects, and immersive internships, aligning with the experiential essence of the courses. Evaluations mirror this approach, incorporating project-based assessments and jury-led examinations. Senior industry leaders and distinguished SIMC alumni are integral to the pedagogy, actively contributing to course refinement, delivering lectures, mentoring students, and sharing expertise through seminars and symposia.

With an accomplished faculty, world-class infrastructure, and robust industry engagement, SIMC ensures that the delivery of its media communication programmes is precise, dynamic, and impactful providing students with both a strong academic foundation and authentic, hands-on insight into the media industry.



Fee Structure

(Annexure I)

Approved Fee Structure for Batch 2026-2028 in the Academic year 2026-2027 - INDIAN STUDENTS

Programme Fees For Master of Business Administration (Communication Management)	1st Year Academic Year 2026-27 (Amount in ₹)
Academic Fees (Per Annum)	₹ 751,000
Institute Deposit (Refundable)	₹ 35,000

Programme Fees For Master of Arts (Mass Communication) - Journalism	1st Year Academic Year 2026-27 (Amount in ₹)
Academic Fees (Per Annum)	₹ 472,000
Institute Deposit (Refundable)	₹ 35,000

Programme Fees For Master of Arts (Mass Communication) - Audio Visual	1st Year Academic Year 2026-27 (Amount in ₹)
Academic Fees (Per Annum)	₹ 570,000
Institute Deposit (Refundable)	₹ 35,000

**Hostel and Mess Fees (Subject to change in campus and accommodation type wise, e.g. Single Sharing, Twin Sharing, Triple Sharing, Four Sharing, Dormitory) (The fees indicated herein are for Lavale Hill Top Campus Only)	1st Year Academic Year 2026-27 (Amount in ₹)
Mess Fees (Per Annum) @	₹ 119,600
Hostel Deposit (Refundable)	₹ 20,000
Hostel Fees (Different, subject to Sharing, Per Annum)@	
Single (Only for differently abled students.)	₹ 179,700
Twin Sharing	₹ 179,700
Three Sharing	₹ 157,300
Four Sharing	₹ 124,100
Dormitory	₹ 92,000

Installment For Master of Business Administration (Communication Management)	1st Year (Amount in ₹)		2nd Year (Amount in ₹)	
	1st Installment	2nd Installment	1st Installment	2nd Installment
Academic Fees (Per Annum)	₹ 375,500	₹ 375,500	₹ 375,500	₹ 375,500
Institute Deposit (Refundable)	₹ 35,000	-	-	-
Hostel Deposit (Refundable)	₹ 20,000	-	-	-
Hostel Fees (Per Annum)	₹ 157,300	-	**	
Mess Fees (Per Annum)	₹ 59,800	₹ 59,800	**	**
Installment	₹ 647,600	₹ 435,300		
Last date of payment	At the time of Admission	25-Nov-2026	25-Jun-2027	25-Nov-2027

Installment for Master of Arts (Mass Communication) - Journalism	1st Year (Amount in ₹)		2nd Year (Amount in ₹)	
	1st Installment	2nd Installment	1st Installment	2nd Installment
Academic Fees (Per Annum)	₹ 236,000	₹ 236,000	₹ 236,000	₹ 236,000
Institute Deposit (Refundable)	₹ 35,000	-	-	-
Hostel Deposit (Refundable)	₹ 20,000	-	-	-
Hostel Fees (Per Annum)	₹ 157,300	-	**	
Mess Fees (Per Annum)	₹ 59,800	₹ 59,800	**	**
Installment	₹ 508,100	₹ 295,800		
Last date of payment	At the time of Admission	25-Nov-2026	25-Jun-2027	25-Nov-2027



Installment for Master of Arts (Mass Communication) - Audio Visual	1st Year (Amount in ₹)		2nd Year (Amount in ₹)	
	1st Installment	2nd Installment	1st Installment	2nd Installment
Academic Fees (Per Annum)	₹ 285,000	₹ 285,000	₹ 285,000	₹ 285,000
Institute Deposit (Refundable)	₹ 35,000	-	-	-
Hostel Deposit (Refundable)	₹ 20,000	-	-	-
Hostel Fees (Per Annum)	₹ 157,300	-	**	
Mess Fees (Per Annum)	₹ 59,800	₹ 59,800	**	**
Installment	₹ 557,100	₹ 344,800		
Last date of payment	At the time of Admission	25-Nov-2026	25-Jun-2027	25-Nov-2027

**Hostel and Mess Fees for the Subsequent year would be communicated before commencement of the next academic year.

@Hostel fees can be increased up to 15% each year and Mess Fees can be increased up to 15% each year. Government taxes would be additional as and when applicable.

*Few seats are reserved as Discretionary Quota Seats. Only students with reasonable academic record and with good entrance test scores are considered for Discretionary Quota Seats. The fees for Discretionary Quota seats will be double the academic fees of the open category as approved by the Fee Structure Committee, to be paid to the institute by way of online transfer/demand draft. No donation or capitation fee is charged for admission to any program at any institute of SIU. Once admission is taken in Discretionary Quota, the fees applicable to Discretionary Quota will have to be paid by the student for the entire duration of the programme.



Fee Structure

(Annexure II)

Approved Fee Structure for Batch 2026-2028 in the Academic year 2026-2027 - INTERNATIONAL STUDENTS

Note : International students are admitted from two categories and the fees for each are as given below

(a) NRI, PIO, OCI Category

(b) Foreign National Category

(a) Fees Payable by the students taking admission in NRI, PIO, OCI Category.

Programme Fees For Master of Business Administration (Communication Management)	Student taking Admission in
	(a) NRI, PIO, OCI Category 1st Year 2026-27 Amount in US\$
Academic Fees (per Annum) to be paid (A)	\$13,300
Institute Deposit (Refundable) (B)	\$500
Administrative Fees (Non Refundable) to be paid (C)	\$550
Total Fees to be paid (D)=(A+B+C)	\$14,350

Programme Fees For Master of Arts (Mass Communication) - Journalism	Student taking Admission in
	(a) NRI, PIO, OCI Category 1st Year 2026-27 Amount in US\$
Academic Fees (per Annum) to be paid (A)	\$8,850
Institute Deposit (Refundable) (B)	\$500
Administrative Fees (Non Refundable) to be paid (C)	\$550
Total Fees to be paid (D)=(A+B+C)	\$9,900

Programme Fees For Master of Arts (Mass Communication) - Audio Visual	Student taking Admission in
	(a) NRI, PIO, OCI Category 1st Year 2026-27 Amount in US\$
Academic Fees (per Annum) to be paid (A)	\$10,400
Institute Deposit (Refundable) (B)	\$500
Administrative Fees (Non Refundable) to be paid (C)	\$550
Total Fees to be paid (D)=(A+B+C)	\$11,450

**Hostel and Mess Fees (Subject to change in campus and accommodation type wise, e.g. Single Sharing, Twin Sharing, Triple Sharing, Four Sharing, Dormitory) (The fees indicated herein are for Lavale Hill Top Campus Only)	Student taking Admission in
	(a) NRI, PIO, OCI Category 1st Year 2026-27 Amount in US\$
Mess Fees (Per Annum) @	\$1,400
Hostel Deposit (Refundable)	\$250
Hostel Fees (Different, subject to Sharing, Per Annum)@	
Single (Only for differently abled students.)	\$2,080
Twin Sharing	\$2,080
Three Sharing	\$1,820
Four Sharing	\$1,440
Dormitory	\$1,070

(a)Installment for Master of Business Administration (Communication Management) Student taking Admission in NRI, PIO, OCI Category	1st Year (Amount in \$)			2nd Year (Amount in \$)	
	1st Installment	2nd Installment	3rd Installment	1st Installment	2nd Installment
Administrative Fees (Non Refundable)	\$550	-	-	-	-
Academic Fees (Per Annum)	\$315	\$6,493	\$6,492	\$6,650	\$6,650
Institute Deposit (Refundable)	\$500	-	-	-	-
Hostel Deposit (Refundable)	-	\$250	-	-	-
Hostel Fees (Per Annum)	-	\$1,820	-	**	
Mess Fees (Per Annum)	-	\$700	\$700	**	**
Installment	\$1,365	\$9,263	\$7,192		
Last date of payment	At the time of acceptance of 'Offer Letter'	At the time of Reporting to SCIE	25-Nov-2026	25-Jun-2027	25-Nov-2027

(a)Installment for Master of Arts (Mass Communication) - Journalism Student taking Admission in NRI, PIO, OCI Category	1st Year (Amount in \$)			2nd Year (Amount in \$)	
	1st Installment	2nd Installment	3rd Installment	1st Installment	2nd Installment
Administrative Fees (Non Refundable)	\$550	-	-	-	-
Academic Fees (Per Annum)	\$315	\$4,268	\$4,267	\$4,425	\$4,425
Institute Deposit (Refundable)	\$500	-	-	-	-
Hostel Deposit (Refundable)	-	\$250	-	-	-
Hostel Fees (Per Annum)	-	\$1,820	-	**	
Mess Fees (Per Annum)	-	\$700	\$700	**	**
Installment	\$1,365	\$7,038	\$4,967		
Last date of payment	At the time of acceptance of 'Offer Letter'	At the time of Reporting to SCIE	25-Nov- 2026	25-Jun- 2027	25-Nov- 2027

(a)Installment for Master of Arts (Mass Communication) - Audio visual Student taking Admission in NRI, PIO, OCI Category	1st Year (Amount in \$)			2nd Year (Amount in \$)	
	1st Installment	2nd Installment	3rd Installment	1st Installment	2nd Installment
Administrative Fees (Non Refundable)	\$550	-	-	-	-
Academic Fees (Per Annum)	\$315	\$5,043	\$5,042	\$5,200	\$5,200
Institute Deposit (Refundable)	\$500	-	-	-	-
Hostel Deposit (Refundable)	-	\$250	-	-	-
Hostel Fees (Per Annum)	-	\$1,820	-	**	
Mess Fees (Per Annum)	-	\$700	\$700	**	**
Installment	\$1,365	\$7,813	\$5,742		
Last date of payment	At the time of acceptance of 'Offer Letter'	At the time of Reporting to SCIE	25-Nov- 2026	25-Jun- 2027	25-Nov- 2027

(b) Fees Payable by the students taking admission in Foreign National Category.

Program Fees For Master of Business Administration (Communication Management)	Student taking Admission in
	(b) Foreign National Category 1st Year 2026-27 Amount in US\$
Academic Fees (Per Annum)	\$13,300
Less: Symbiosis Golden Jubilee Scholarship to Foreign National Students #	\$10,700
Academic Fees (per Annum) to be paid (A)	\$2,600
Institute Deposit (Refundable) (B)	\$500
Administrative Fees (Non Refundable)	\$550
Less: 50% Fee Concession on Administrative Fees	\$275
Administrative Fees (Non Refundable) to be paid (C)	\$275
Total Fees to be paid (D)=(A+B+C)	\$3,375

Program Fees For Master of Arts (Mass Communication) - Journalism	Student taking Admission in
	(b) Foreign National Category 1st Year 2026-27 Amount in US\$
Academic Fees (Per Annum)	\$8,850
Less: Symbiosis Golden Jubilee Scholarship to Foreign National Students #	\$6,900
Academic Fees (per Annum) to be paid (A)	\$1,950
Institute Deposit (Refundable) (B)	\$500
Administrative Fees (Non Refundable)	\$550
Less: 50% Fee Concession on Administrative Fees	\$275
Administrative Fees (Non Refundable) to be paid (C)	\$275
Total Fees to be paid (D)=(A+B+C)	\$2,725

Program Fees For Master of Arts (Mass Communication) - Audio Visual	Student taking Admission in
	(b) Foreign National Category 1st Year 2026-27 Amount in US\$
Academic Fees (Per Annum)	\$10,400
Less: Symbiosis Golden Jubilee Scholarship to Foreign National Students #	\$8,450
Academic Fees (per Annum) to be paid (A)	\$1,950
Institute Deposit (Refundable) (B)	\$500
Administrative Fees (Non Refundable)	\$550
Less: 50% Fee Concession on Administrative Fees	\$275
Administrative Fees (Non Refundable) to be paid (C)	\$275
Total Fees to be paid (D)=(A+B+C)	\$2,725

**Hostel and Mess Fees (Subject to change in campus and accommodation type wise, e.g. Single Sharing, Twin Sharing, Triple Sharing, Four Sharing, Dormitory) (The fees indicated herein are for Lavale Hill Top Campus Only)	Student taking Admission in
	(b) Foreign National Category 1st Year 2026-27 Amount in US\$
Mess Fees (Per Annum) @	\$560
Hostel Deposit (Refundable)	\$250
Hostel Fees (Different, subject to Sharing, Per Annum)@	
Single (Only for differently abled students.)	\$650
Twin Sharing	\$650
Three Sharing	\$650
Four Sharing	\$650
Dormitory	\$650



(b)Installment for Master of Business Administration (Communication Management) Student taking Admission in Foreign National Category	1st Year (Amount in \$)			2nd Year (Amount in \$)	
	1st Installment	2nd Installment	3rd Installment	1st Installment	2nd Installment
Administrative Fees (Non Refundable) # #	\$275	-	-	-	-
Academic Fees (Per Annum)	\$590	\$895	\$1,115	\$1,300	\$1,300
Institute Deposit (Refundable)	\$500	-	-	-	-
Hostel Deposit (Refundable)	-	\$250	-	-	-
Hostel Fees (Per Annum)	-	\$650	-	**	
Mess Fees (Per Annum)	-	\$280	\$280	**	**
Installment	\$1,365	\$2,075	\$1,395		
Last date of payment	At the time of acceptance of 'Offer Letter'	At the time of Reporting to SCIE	25-Nov- 2026	25-Jun- 2027	25-Nov- 2027

(b)Installment for Master of Arts (Mass Communication) - Journalism Student taking Admission in Foreign National Category	1st Year (Amount in \$)			2nd Year (Amount in \$)	
	1st Installment	2nd Installment	3rd Installment	1st Installment	2nd Installment
Administrative Fees (Non Refundable) # #	\$275	-	-	-	-
Academic Fees (Per Annum)	\$590	\$680	\$680	\$980	\$970
Institute Deposit (Refundable)	\$500	-	-	-	-
Hostel Deposit (Refundable)	-	\$250	-	-	-
Hostel Fees (Per Annum)	-	\$650	-	**	
Mess Fees (Per Annum)	-	\$280	\$280	**	**
Installment	\$1,365	\$1,860	\$960		
Last date of payment	At the time of acceptance of 'Offer Letter'	At the time of Reporting to SCIE	25-Nov- 2026	25-Jun- 2027	25-Nov- 2027

(b)Installment for Master of Arts (Mass Communication) - Audio Visual Student taking Admission in Foreign National Category	1st Year (Amount in \$)			2nd Year (Amount in \$)	
	1st Installment	2nd Installment	3rd Installment	1st Installment	2nd Installment
Administrative Fees (Non Refundable) # #	\$275	-	-	-	-
Academic Fees (Per Annum)	\$590	\$680	\$680	\$980	\$970
Institute Deposit (Refundable)	\$500	-	-	-	-
Hostel Deposit (Refundable)	-	\$250	-	-	-
Hostel Fees (Per Annum)	-	\$650	-	**	
Mess Fees (Per Annum)	-	\$280	\$280	**	**
Installment	\$1,365	\$1,860	\$960		
Last date of payment	At the time of acceptance of 'Offer Letter'	At the time of Reporting to SCIE	25-Nov- 2026	25-Jun- 2027	25-Nov- 2027

"Note:

ONLY Foreign National Students taking Admission in the year 2026 for the Batch 2026-2028 will be eligible for the Symbiosis Golden Jubilee Scholarships. Designed to celebrate 50 glorious years of Symbiosis being established to offer quality education to foreign national students, these include:

(1) 100 Symbiosis Golden Jubilee full Academic Scholarships with need-based reduced hostel fees for foreign national students from developing African- Asian countries.

(2) 100 Golden Jubilee Free-ships for academically and financially deserving foreign national students from conflict ridden/war affected regions by giving them an opportunity to study at SIU by covering not only the cost of all academic fees but also the hostel and mess/food fees (lodging and boarding).

(3) Concessional Hostel fees are applicable to Foreign National students @ 650\$ per annum.

(4) Concessional Mess fees are applicable to Foreign National students @ \$ 560 Per annum."

****Hostel and Mess Fees for the Subsequent year would be communicated before commencement of the next academic year.**

@Hostel and Mess fees can be increase up to 15% each year. Government taxes would be additional as and when applicable.

50% Concession will be given only to the Foreign National students on Administrative Fees.

Programme Structure:

Master in Business Administration (Communication Management)

Semester: 1

Generic Core Courses

- Business Statistics
- Essentials of Marketing Management
- Communication Theories and Culture
- Media and Communication Industry Overview
- Integrated Marketing Communication Planning
- Principles and Practices of Management and Organisational Behaviour
- Research Methodology
- Business Communication - I
- Economics and Accounting
- Digital Ecosystem
- Health and Wellness Module I

Semester: 2

Generic Core Courses

- Consumer Behaviour and Insights
- Strategic Brand Management
- Digital Marketing
- Content Creation and Marketing
- Sales Management
- Marketing Research
- Business Analytics
- Qualitative Research Methods
- Introduction to Syndicated Database and Analysis with Workshop
- Social Responsibility Project
- Project
- Health and Wellness Module II

Specialization Core Courses:

Brand Communication (Major)

- Account Planning Models and Practices
- Specialised Advertising Research
- Advertising Management
- Copywriting

Specialization Core Courses:

Media Management (Major)

- Strategic Media Planning
- Media Sales and Marketing
- Strategic Media Buying

Specialization Core Courses:

Public Relations (Major)

- Public Relations Industry
- Writing for Public Relations
- Event Management

Specialization Core Courses:

Marketing and Media Analytics (Major)

- Data Visualization -1
- Multivariate Analysis - 1
- R Programming
- Data Privacy and Technical Considerations

Choose any one Minor Group

Minor: Brand Communication

- Advertising Management
- Creative start-up

Minor: Media Management

- Strategic Media Planning
- Minor: Public Relations
- Public Relations Industry

Minor: Marketing and Media Analytics

- Data Visualization -1
- Multivariate Analysis - 1

Semester: 3

Generic Core Courses

- Internship
- Artificial Intelligence, Augmented Reality and Virtual Reality
- Evolving Media Technologies
- Rural Marketing
- Flexi-Credit Course
- Social Media Analytics
- Management Accounting

Specialization Core Courses:

Brand Communication (Major)

- Advertising Strategy
- Applied Semiotics for Brand Communication
- Communication Design
- Creative start-up

Specialization Core Courses:

Media Management (Major)

- Advance Media Planning and Media Innovation
- Media Research and Applications
- Economics and Business of Media
- Entrepreneurship in Media

Specialization Core Courses:

Public Relations (Major)

- Corporate Communication Strategy
- Strategic PR and Reputation Management
- Public Affairs

- Cases in Public Relations Strategy

**Specialization Core Courses:
Marketing and Media Analytics
(Major)**

- Multivariate Analysis - 2
- Data Visualization -2
- Python Basics
- Consumer, Brand and Media Insights

Choose any one Minor Group

- Minor: Brand Communication
- Communication Design

Minor: Media Management

- Economics and Business of Media

Minor: Marketing and Media Analytics

- Consumer, Brand and Media Insights

Minor: Public Relations

- Strategic PR and Reputation Management

Semester: 4

Generic Core Courses

- Dissertation
- Brand Valuation and Return on

Marketing Investments (ROMI)

- Flexi-Credit Course
- Flexi-Credit Course
-

Generic Elective Courses Group - I (Choose Any One)

- Flexi-Credit Course

Generic Elective Courses Group - II (Choose Any One)

- Customer Relationship Management
- Marketing Strategy



Lavale, Maharashtra, India

Symbiosis Knowledge Village, Lavale, Maharashtra 411042

Master of Arts (Journalism and Media Industries)

Semester : 1

Generic Core Courses

- Media, Culture and Society
- Media Industries Overview
- Film and Television Appreciation
- News Reporting and Editing: Theory and Practice
- Audio Production and Podcasting
- Photography and Digital Technologies
- Vasudhaiva Kutumbakam *
- Health and Wellness Module I #

Semester: II

Generic Core Courses

- Social Responsibility Project
- Media Ethics, Credibility, and Media Laws
- Non-fiction Narrative Writing
- Multi-media News Production
- Beat Reporting: Theory and

Practice

- Online, Social Media, and AI Tools
- Media Research Methods
- Economy and Markets
- Health and Wellness Module II #

Semester: III

Generic Core Courses

- Contemporary India and the World
- Documentary Filmmaking
- Internship
- Project III
- Health and Wellness *

Generic Elective Courses Group (Choose Any One Group)

Group 1: Media Practice

- Business and Data Journalism
- Specialized Reporting

Group 2: Media Business

- Branded Content
- Overview of Strategic Communication

Group 3: Media Research

- Critical Approaches to Media Industries, Technology and Culture
- Critical Media Literacy and Academic Writing

Semester: IV

Generic Core Courses

- Media Economics
- Dissertation



Master of Arts (Film, Television and Digital Production)

Semester: I

Generic Core Courses

- Film, Television, and Content Appreciation
- Fundamentals of Visual Aesthetics and Photography
- Fundamentals of Cinematography and Sound
- Creative Reading, Writing, and Practice
- Fundamentals of Editing Techniques
- Vasudhaiva Kutumbakam *
- Health and Wellness Module I #

Semester: II

Generic Core Courses

- Social Responsibility Project
- Screenplay Writing and Direction
- Cinematography and Sound Design
- Studio Production

Management

- Advanced Digital Editing and Practice
- Film Aesthetics and Auteur Studies
- Branded Content Creation
- Health and Wellness Module II #

Semester: III

Generic Core Courses

- Internship
- Documentary Film Practices
- Pitching and Producing
- Audio Visual Project
- Health and Wellness *

Generic Elective Courses Group (Choose Any One Group)

Group 1: Branded Content

- Funding, Marketing, and Distribution
- Advertising and Corporate Film Production

Group 2: Film Making

- Writing for OTT and Feature Films
- Filmmaker's Lab

Group 3: Television Production

- Television Genres and Programming
- Writing for Television

Semester: IV

Generic Core Courses

- Project
- Freelancing and Creative Entrepreneurship

*Courses are subject to change

Please visit www.simc.edu for information related to:

- Teaching Faculty including educational qualification(s) and teaching experience
- Learning Resources
- Physical and Academic Infrastructure Facilities
- Co-Curricular and Extra Curricular Activities
- Hostel Accommodation
- Health Care Services



Published by: The Registrar



SYMBIOSIS INTERNATIONAL (DEEMED UNIVERSITY)

Gram: Lavale, Taluka: Mulshi, District: Pune - 412115

Phone Number: +91-20-28116200/28116208

Fax: +91-20-28116206

Email: registrar@siu.edu.in Website: www.siu.edu.in

DISCLAIMER: Every effort is made to provide accurate and complete information. However, we cannot guarantee that there will be no errors. We make no claims, promises or guarantees about the accuracy, completeness, or adequacy of the contents of this Prospectus and expressly disclaim liability for errors and omissions in the contents of this Prospectus. SIU will always use its best efforts to ensure the accuracy and timeliness of all information.