

# About ISC

Indira School of Communication, established in 2004, is part of Shree Chanakya Education Society's Indira Group of Institutes (established 1994). Under the visionary leadership of Dr. Tarita Shankar. The Indira School of Communication is a front rank media school that bears a unique blend of academic and innovative practices. The institute is among the finest media schools of the country today and has been adjudged the best media school twice consecutively. We offer undergraduate courses in media studies with special focus on Advertising, Public Relations, Film, TV Production, Content Creation, Print and Broadcast Journalism.

[www.indiraisc.edu.in](http://www.indiraisc.edu.in)



The world has witnessed an unprecedented growth in communication technology and media. The Media industry has surpassed as a profession today and has evolved by bringing the global community into one unified whole, and it is here that mass-communication, as a stream of study and as a career, becomes so important and sought-after.

## Contact Us

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Call For Info



Shree Chanakya Education Society's

# INDIRA SCHOOL OF COMMUNICATION



## THIS IS WHERE IT STARTS

BBA in Mass Media Management is the most sought after course amongst the media enthusiast who wish to seek a career in Journalism, Television, Newspapers, Films & Radio, Public Relations, Advertising, etc. Our students are taught about the other potential streams of Media Management, blended with Business Administration exposure.



# OVERVIEW

## BBA in Media Management - Is it the right career for me?

The world has witnessed an unprecedented growth in communication technology and media. The Media industry has surpassed as a profession today and has evolved by bringing the global community into one unified whole. And it is here that mass-communication, as a stream of study and as a career, becomes so important and sought-after.

### About the Course:

BBA in Mass Media Management is a course designed for media enthusiast who wish to seek a career in Journalism, Television, Newspapers, Films & Radio, Public Relations, Advertising, etc. and are taught about the other potential streams of Media Management, blended with Business Administration exposure.

### Scope of Mass Media Management-

Over the years, there has been an phenomenal evolution in mass communication. With the increase in the number of TV sets, Smart Phones, OTT Platforms, News channels, Radio channels, Social media, there has been an impeccable growth in the future of Mass Media. As we have seen that mass communication has been growing at a very dynamic rate, the career and scope has triggered multiple employability avenues. The job opportunities are increasing due to the multiple platforms being introduced for information and entertainment. A journalist today might has options to write for Newspaper, TV Channels or create content for the agencies . Today independent content creation opportunities also easily availble for the students to create a persnal brand . The course provides an in-depth understanding of the World-Wide Media. The module is coupled with insights from industry professionals, thus improving practical learning and media literacy. The course structure is curated and geared towards creating professionals for the Media and Entertainment industry.

## How does Mass Media Management add to your Personal development?

**Creative Thinking:** You learn to come up with unconventional and innovative ideas, find solutions to different problems and enhance your intellectual thinking.

**Technological Indulgence:** You aspire to equip yourself with latest technology, join in endeavours of the changing media tools and adapt to modern versions of technology time to time.

**Embrace Change:** You learn to understand the media industry with a wider perspective and start embracing the profession both ethically and commercially.

**Managing Diversity:** You develop a global cultural aptitude , study emotional intelligence and learn to effectively negotiate and collaborate

**Increased Job Prospects:** It increses your job prospects in fields related to Content writing, graphic designing , TV production , Broadcasting, PR Executive, Journalism, Event management, Contnet creation, Digital marketing

# ADMISSION

The details of the BBA admission process are as follows: Application for participation in the BBA admission process 2023 is available online. Eligible candidates desiring BBA admission are required to apply online ([www.indiraiimp.edu.in](http://www.indiraiimp.edu.in)) for appearing in the selection process BBA admission will be granted to candidates based on the merit list. Candidates merit list will be prepared by taking into consideration their marks secured in 12th standard and performance in the personal interview. The distribution of weightage for different components will be as under

Sl No.	Component	IGI Weightage
1	10th Marks	30%
2	12th /Diploma Marks	30%
3	Personal Interview	40%

To know more about BBA Eligibility, **BBA admission process and BBA admission fees candidates may call these no. 020 67103975 / 020 67103968, +91 77589 14988 or visit our campus on any working day at Tathawade, Pune**

### Eligibility

A candidate for being eligible for admission to the Degree course in Bachelor of Business Administration – shall have passed 12th Std. Examination (H.S.C. 10 +2) from any stream with English as passing subject and has secured at least 40% marks at 12th Std.

**OR**

Three Years Diploma Course after S.S.C. i.e. 10th Standard of Board of Technical Education conducted by Government of Maharashtra or its equivalent.

**OR**

Two Years Diploma in Pharmacy after H.S.C., of Board of Technical Education conducted by Government of Maharashtra or its equivalent.

# CAREER OPTIONS

Careers in Mass Communication are not only high paying but also bring in a great deal of job satisfaction and expression of creativity. There is a great demand for candidates in departments of various news channels, Newspapers, Radio Broadcasting Corporations, Advertising Agencies, Social Media Agencies. Depending upon your personal inclination you could work as a Radio or TV Announcer, News Reporters, PR Specialists, Editor, Journalist, Event Manager, Director, Cinematographer, Photographer, Production Manager, Screen-Writer, Creative Director, Social Media Expert, Content Writer, etc.

Mass Media Management is one of the best courses that can be taken up by a student, especially if he/she is interested in becoming associated with the Media and Entertainment Industry of India.

This specialization will sharpen your skills to understand every form of media and optimally deploy it to reap economic benefits for your career.

After completing your degree successfully in Mass Media Management, you would be able to grab a respectable job title pertaining to these fields:

**Media Strategist**  
**Media Planning Manager**  
**TV Producer**  
**A/V (Audio-Video) Editor**  
**Digital Media Assistant**  
**Corporate Communications Head**  
**Digital Media Analyst**  
**Channel Head**

These job titles offered to the Mass Media professionals are dynamic in nature. It requires a comprehensive amalgamation of Knowledge, Skills and Ability (KSA) in the upcoming professions. Thus, this course is designed to imbibe a refined mix of those skills which will surely provide you an edge above those who do not possess this degree.

# GALLERY

