Maharshi Karve Stree Shikshan Samstha's

SHREE SIDDHVINAYAK COLLEGE
FOR WOMEN
(Affiliated to University of Pune)
Reaccredited by NAAC
ID No. PU/PN/AC/086(1990) Code No. 214

School of Media Activity, Research & Technology
(Media Department of Siddhivinayak College for Women)

www.siddhivinayakcollege.ac.in • www.smartpune.edu.in
MAHARSHI KARVE STREE SHIKSHAN SAMSTHA

Maharshi Karve Stree Shikshan Samstha, (MKSSS), of Pune - the 117-year-old parent body has been committed to “Empowerment of women through education”. The Institution has a century long history of dedicated work towards making women educated and self-reliant. MKSSS, Pune was established in 1896 by the great visionary and social worker Bharat Ratna Maharshi Dhondo Keshav Karve to provide shelter to destitute women. On the back drop of changing scenario of Indian women the institute has spread its wings in various streams like Engineering, management, architecture and fashion design. To add to its glory the institute has entered in the field of communication media from the academic year 2013. From Academic year 2014-15 we are very happy to announce Post Graduate Degree Courses in Media & Communication affiliated to University of Pune.

SHREE SIDDHIVINAYAK COLLEGE FOR WOMEN

Vision

The vision of College is to broaden the horizons and enrich the life of women,
• To develop cultural sensitivity and global understanding
• To enable them to compete effectively in today’s environment and coming future
• To get good Job opportunities and earning potential
• To explore new opportunities in Media & Communication to serve better Social Interest
• To be in the forefront of the development of the nation

Mission

• Integrated development of student's personality and empowerment through education.
• Excellence in education with social relevance, keeping pace with time in inculcation of values, enshrined in the constitution of India.
SCHOOL OF MEDIA ACTIVITY RESEARCH & TECHNOLOGY
( Media Department of Siddhivinayak College for Women)

On the advent of globalization and digitization of media technology, entertainment & communication industry has reached new heights of professional and technical excellence. Smart desires to give its share to the industry through skilled human resources who are technically rich and esthetically sound. Smart has a dream of making our students at par with international standards in media education. Smart will be mainly engaged in Digital media content development, research production and technology and will cater to the needs of Entertainment and News media channels in the area of ideation, scripting for TV serials, documentaries, features, talk shows discussion programmes and Reality shows along with its Specialization in the areas of News channel / entertainment channel and advertising media world.

Indian Media Landscape

TV medium growing leaps and bounds and has reached in the top list of leading industry in our country. The 90 thousand crore rupees enterprise has spread its wings all over the world. Now it is an established profession. The trial and error era has to be called off immediately as an international platform we can't afford to take immature decisions and false projections. The mantra is: Improve the quality of data available; innovate; use technologies to help leverage brand positioning. As per current estimates the television industry is projected to grow by 22%, film & entertainment by 16%, radio by 18% and the Indian advertising industry by 61% over the next 3 years. Given the lucrative prospects of this segment, international media giants are all vying for a stake in the segment. In addition to domestic growth, the growing popularity of Indian content in the world market and South Asia in particular, has encouraged Indian entertainment industry players also to venture abroad to tap this booming segment.

Pune University's Masters' Courses -

• M.Sc. in Communication Studies (Affiliated to University of Pune)
• M.A. in Mass Relations (Affiliated to University of Pune)

M.Sc in Communication Studies

Eligibility : Graduate from Any Stream.

Students Intake : 24 Students per Course.

Basic structure/pattern (Framework) of the postgraduate syllabus for the two year Masters course leading to M.Sc. Communication Studies in University Department as well as in the colleges affiliated to Pune University.

Course Structure & Credits Distribution

<table>
<thead>
<tr>
<th>Semester I</th>
<th>Paper Code</th>
<th>Title of Paper</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>CS 101</td>
<td>Introduction to Media &amp; Communication Studies</td>
<td>4</td>
</tr>
<tr>
<td></td>
<td>CS 102</td>
<td>Introduction to Video Production</td>
<td>4</td>
</tr>
<tr>
<td></td>
<td>CS 103</td>
<td>Media Technologies</td>
<td>4</td>
</tr>
<tr>
<td></td>
<td>CS 104</td>
<td>Journalism &amp; Media Ethics</td>
<td>4</td>
</tr>
<tr>
<td></td>
<td>CS 105</td>
<td>Communication Development</td>
<td>4</td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>Credits</strong></td>
<td><strong>20</strong></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Semester II</th>
<th>Paper Code</th>
<th>Title of Paper</th>
<th>Credits</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>CS 201</td>
<td>Media, Society and Culture</td>
<td>4</td>
</tr>
<tr>
<td></td>
<td>CS 202</td>
<td>New Media Studies</td>
<td>4</td>
</tr>
<tr>
<td></td>
<td>CS 203</td>
<td>Video Production: Genre and Process</td>
<td>4</td>
</tr>
<tr>
<td></td>
<td>CS 204</td>
<td>Research Methodology</td>
<td>4</td>
</tr>
<tr>
<td></td>
<td>CS 205</td>
<td>Media Management</td>
<td>4</td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>Credits</strong></td>
<td><strong>24</strong></td>
</tr>
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</table>

<table>
<thead>
<tr>
<th>Paper Code</th>
<th>Title of Paper</th>
<th>Credits</th>
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</thead>
<tbody>
<tr>
<td>CS-E-106</td>
<td>Visual Communication</td>
<td>2</td>
</tr>
<tr>
<td>CS-E-107</td>
<td>Contemporary Social &amp; Cultural Issues</td>
<td>2</td>
</tr>
<tr>
<td>CS-E-108</td>
<td>Communication &amp; Soft's Skills</td>
<td>2</td>
</tr>
<tr>
<td></td>
<td><strong>Credits</strong></td>
<td><strong>24</strong></td>
</tr>
</tbody>
</table>

Electives Any Two
M.A. in Mass Relations
Eligibility: Graduate from any stream
Student Intake: 24

Course Structure
Semester 80 + 20

### Semester I
- MR 101 - Indian Society and Polity
- MR 102 - Basics of Psychology
- MR 103 - Print Journalism
- MR 104 - Basics of Communication

### Semester II
- MR 201 - Basics of Computers
- MR 202 - Social Psychology
- MR 203 - Public Relations
- MR 204 - Research Methodology

### Semester III
- MR 301 - Advertising
- MR 302 - Development Communication
- MR 303 - Electronic Journalism
- MR 304 - Basics of Management

### Electives Any Two
- CS-E-305 Corporate Communication and Digital PR
- CS-E-306 Broadcast Journalism
- CS-E-307 Audio Production
- CS-E-308 Sound Design and Production

### Semester IV
- Core Subjects (MR)
  - CS401 A Research Dissertation 16
- Core Subjects (VP)
  - CS401 B Video Production Project 16

### Semester wise distribution of Credits

<table>
<thead>
<tr>
<th>Semester</th>
<th>Core Subject</th>
<th>Elective Subject</th>
<th>Total Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>First Semester</td>
<td>(5 x 4) = 20</td>
<td>(2 x 2) = 02</td>
<td>24</td>
</tr>
<tr>
<td>Second Semester</td>
<td>(5 x 4) = 20</td>
<td>(2 x 2) = 02</td>
<td>24</td>
</tr>
<tr>
<td>Third Semester</td>
<td>(4 x 4) = 16</td>
<td>(2 x 4) = 08</td>
<td>24</td>
</tr>
<tr>
<td>Fourth Semester</td>
<td>(1 x 16) = 16</td>
<td>(2 x 4) = 08</td>
<td>24</td>
</tr>
<tr>
<td></td>
<td>Internship</td>
<td></td>
<td>4</td>
</tr>
<tr>
<td></td>
<td>Total Credits</td>
<td></td>
<td>100</td>
</tr>
</tbody>
</table>

Student may also select any core Subject from MR except project.
Optional Subject
(Students should select any one group of the following)

**Group - A**
MR 403 - Marketing and Sales Management
MR 404 - Social Marketing and Event Management

**Group - B**
MR 405 - Banking Practices And Management
MR 406 - International Trade - Theory, Practice, and Management

**Group - C**
MR 407 - Importance of Web Technology in Mass Relations
MR 408 - P. H. P. programming for Web Technology

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<table>
<thead>
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<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Group - D</strong></td>
<td></td>
</tr>
<tr>
<td>MR 409 - Counseling Process and Skills in Mass Relations</td>
<td></td>
</tr>
<tr>
<td>MR 410 - Career Guidance and Counseling for Mass Relations.</td>
<td></td>
</tr>
<tr>
<td><strong>Group - E</strong></td>
<td></td>
</tr>
<tr>
<td>MR 411 - Print Journalism (S)</td>
<td></td>
</tr>
<tr>
<td>MR 412 - Electronic Journalism (S)</td>
<td></td>
</tr>
</tbody>
</table>

**Autonomous Courses**

Name of the Course: **Digital Film Making**
Type of Course: **Diploma (One Academic Year)**
Timing: **3 hours Twice a Week**
Intake: **20 students**

**In the Course**
- Basic research in Film Making
- Script writing for fiction / non fiction.
- Direction
- Film production techniques.

**Certificate Courses -**

**Television Anchoring**
- Research for Anchoring
- Voice Culture.
- Facing Camera
- News Reading & entertainment programme Presentation
- News & Scripting writing for Anchor.
- Show Production
- Interviews, Talk shows, panel discussion

**Creative Writing**
- Understanding of Medium.
- Genres of Audio-Visual Programs
- Promotional Content.
- Research for Writing
- Introduction to Commercial Advertisements & their genre
- Language for Media
- Audio-Visual Language

**Radio Jockey**
- Research for Radio Shows.
- Voice Culture.
- Radio Programming.
- Show Content
- Morning & Evening Drive Time Show.
- RJ Link
- RCS & Music Management
- Voice-overs for Commercials

**Acting**
- Voice Culture.
- Facing Camera
- Acting for Television
- Characterization.
- Genres of Television Shows
- Show Production
- Reality Shows
- Understanding the role

Part-time Certificate Courses: **Thrice a week.**
Intake: **20 Students**
ADVISORY COMMITTEE

Institute has constituted an advisory committee of senior media professionals and seek their advice time to time in academic and technical areas.

Dr. Vishwas Mehendale
Senior Media Expert

Shri. Sanjay Dabke
Media Expert

Shri. Anand Agashe
Senior Journalist

Dr. Sameeran Walvekar
Director EMMRC

Smt. Corina Manuel
Senior journalist

ADMINISTRATIVE AND ACADEMIC STRUCTURE

The institute works under the flagships of Maharshee Karve's tree shikshan Sanstha, and governed by its management committee. The local management committee of SMART hasthe following honorable members who guide the institute in academic and administrative matters.

Shri. Milind Lele
(Chairman)
Noted Feature Film Director

Smt. Mrinalini Chitale
Noted Writer

Shri. Manohar (Shyam) Joshi
Theatre Personality

Shri. Ravindra Deshpande
Secretary,
Maharshi Karve Stree Shikshan Samstha

P. V. S. Shastry
Professor,
Cummins College of Engineering

Dr. Manju Hundeika
Principal
School of Fashion Technology
Dr. Keshav Sathaye a senior media practitioner and professor is a director of the Media Department who has Experience of 30 years in media production, research and academics. He has contributed to national and international journals in the area of mass media and has a book titled Broadcast Journalism & digital Media & Marathi Book on media at his credit.

Mr. Devdatta Bhingarkar has a Masters Degree in Communication Studies and is a media practitioner. He has contributed in Media as Executive Producer & ON-Air Talent with leading Radio Networks. He also contributed in Commercial Audio Productions & Radio Features. He also worked as Journalist & writer with publications like Sakal, Tarun Bharat, Vivek.

Experienced faculty in media teaching from major media schools are a part our regular teaching pool. Students will also get an opportunity to learn from media professionals who will be associated with SMART as visiting faculty.

1] Dr. Vishwas Mehendale : Senior Media Person 8] Prasad Namjoshi : Television Programming Expert
2] Pradeep Bhide : Senior Anchor & Media Practitioner 9] Pradeep Dixit : Script Writer & Faculty
5] B. P. Singh : (CID Fame) 12] Prasanna Joshi (Star Maza)
WHOEVER CONTROLS THE MEDIA, CONTROLS THE MIND

JIM MORRISON
Writer, Poet & Singer

For more information contact
Maharshi Karve Stree Shikshan Samstha's
SHREE SIDDHIVINAYAK COLLEGE FOR WOMEN
Department of Media
(school of Media Activity Research & Technology)
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