

**PGDM AICTE Approved**

# PROSPECTUS 2023

**A contemporary programme for careers  
in the commercial media industry.**

BRANDING PRESS RELEASE DESIGN BANNER  
AUDIENCE INNOVATION  
DIGITALLY  
BROADCASTING ENGAGE  
EXPOSURE INFOGRAPHIC  
DESIGN IDEA CHANNEL  
OUTREACH NEWS COVERAGE  
PUBLIC RELATIONS NEWS COVERAGE  
TRACKING  
COMMUNITY  
ART NETWORK  
PHOTOGRAPHY  
CONCEPT CREATION  
DIGITAL MARKETING TECHNOLOGY LIFESTYLE  
ARTIST  
GOOGLE NEWS KEYWORDS  
FACEBOOK YOUTUBE ENTERTAINMENT JOURNALISM  
STRATEGY  
VIDEO DRAWING ECOMMERCE  
ART  
GRAPHIC  
VECTOR  
PHOTOGRAPHY  
CONCEPT CREATION



Peoples Empowerment Group

# ISB&M

School of Communication  
& Media Management



XP&D  
Mumbai

Chanda Singh  
CEO

BCW Global  
Singapore

Simmi Sharma  
Associate Director, APAC

PhonePe  
Bengaluru

Richa Sharma  
Director - Brand Marketing

CNBC  
New York City

Abhishek Bhatt  
Senior Director, Brand Marketing

MarketMath Inc  
Dubai

Vanshika Bhatia  
Executive Director

NIT DATA Services  
Mumbai

Naini Roy  
Strategic Communications Advisor Global

Viacom 18  
Mumbai

Alok Ratnaparkhi  
Senior Director

LinkedIn  
Mumbai

Pankaj Agrawal  
Regional Account Director

# I am every ISBMites

Patience is not weakness, it is my strength, When I dream I make it the blueprint for a concrete future. I can easily transform into an insomniac when there is a deadline. my ocean of knowledge is nourished every moment with drops of experience.

I have a strong set of values with a burning desire to work. I believe that when an old man dies, wisdom is lost. "Well begun is half done", is not enough. The biggest challenge in life is to do better than my best. Dignity consists not of honour but in consciousness That I Deserve it. I respect and I worship work.

## Vision

To create a world-class educational environment, that allows students to fully develop their professional abilities, and that fosters a strong sense of responsibility and ethics.

## Mission

To develop dynamic professionals, who lead in a changing global business environment. To further develop our quality network with renowned educationalists and professionals in the corporate and social arena.

## Operating Philosophy

- ➡ To operate with a spirit of responsibility, integrity, professionalism and partnership.
- ➡ To think with speed, flexibility and an open mind.
- ➡ To use a comprehensive understanding of global education to set our own standards.
- ➡ To continually seek out and follow industry's best practices.

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## President Message

**Dr. Pramod Kumar**  
**President**

*Ph.D. (Organizational Behaviour), IIT Mumbai,  
Formerly with IIM Ahmedabad.  
Former professor & Chairperson Placement, XLRI,  
Jamshedpur. Ex-Director, SIBM, Pune.  
Consultant to over 80 companies worldwide.  
Author of over 100 research papers, cases and  
management games.  
Research quoted internationally in textbooks and  
journals Served on Govt. of India committees on  
Management Education.*

Over the last two decades, the media industry has evolved and grown very large. Digital technology has turned the media industry into an opportunity for everyone. Beyond cinema, news, TV and print, media industry has thrived on internet access and digital technology-OTT and mobile access driven revolution.

OTT & mobile driven access, got a big push with Covid & Lockdown for a couple of years. New media consumption habit evolved.

Now from news, information, sales and branding, sports, entertainment lifestyle to education and business, it has propelled a new generation professional career. Some of these include content written & small screen film production, brand communications & marketing.

Emerging new media scenario is a great opportunity for each aspiring students of media.

In ISBM SCHOOL OF COMMUNICATION & MEDIA MANAGEMENT, we have designed a media program with a complete new look and industry career focus. Programme aimed at building basic media skills. With a focus on new media, career learning will have high project focus.

ISBM believes in facilitating learning and sharing ideas and experience rather than merely teaching, and encourages experimentation and innovation.

We at ISBM want to nurture your aspiration, support your learning with high quality faculty and stimulate your learning mind.

At ISBM , your aspirations & decisions are valued , your talent gets space to express itself, and you encounter high quality corporate career opportunities . We take pride in building great careers. If you are a person who uses opportunity well, you may find your career to compare with the best best, like several of ISBM alumni.

**I Invite you join ISBM School of Communication & Media Management**

# Board of Governors

All activities of the ISBM School of Communication and Media Management are overseen by the Board of Governors, comprising renowned academicians, successful entrepreneurs and corporate professionals. This gives the Institute a thorough Practical base, in addition to a strong academic position.

**Dr. Pramod Kumar**  
Founder & President  
**ISB&M Group of Institutes**  
Pune

**Dr. Saroja Asthana**  
Co-Founder  
**Mulshi Group of Institutes**  
Pune

**Dr. P K De**  
Prof. Emeritus  
**ISB&M Group**  
Pune

**Mr. Rohit Suri**  
Chief HR & Talent Officer  
South Asia  
**GroupM**  
Mumbai

**Mr. Ronald Canute Sequeira**  
Managing Partner  
**Anrontt**  
Mumbai

**Mr. Udai Upendra**  
Founder & CEO  
**The HR Company**  
Gurgaon

**Mr. Chandan Chattaraj**  
President - HR (India & Global)  
**UFLEX Group**  
New Delhi

**Mr. R.S Chopra**  
Managing Director &  
Chairperson,  
**Piaggio Vehicles Pvt. Ltd.**  
Pune

**Dr. C.M. Dwivedi**  
Member of the Board  
Senior HR Advisor, Mentor &  
Coach  
**HR Consultancy, Mumbai**

**Prof. R.S Ganapathy**  
Former Professor  
**IIM**  
Ahmadabad

**Mr. Sanjay Jorapur**  
President - HR  
**HFCL**  
Gurgaon

**Mr. Anil Sharma**  
Executive Director  
**Options Group**  
Mumbai

**Mr. Marcel Parker**  
Owner  
**Marcel R Parker Associates**  
Mumbai

**Mr. Rajesh Pant**  
Self HR - Happily Retired  
Mumbai

**Dr. Veerendra K Rai**  
Director  
ISB&M  
Nande, Pune

## ALUMNI SPARK



**PRIYANKA PANDE**  
(2008-10)  
**Sr. Segment Marketing Manager**  
**T-Mobile**  
**North Carolina, USA**



## Ranking Award



### Outstanding Performance in The Education

by Economics Times 2022



### 19<sup>th</sup> BSA & DEVANG MEHTA

Business School Awards

B-School Leadership awards, 2011 Mumbai

### World education Congress Asian Awards

Awards for outstanding contribution to education September 25, 2011 Dubai Presented to Dr. Pramod Kumar ( President ISB&M Group)

### Star News Best B School Awards

Star News Best B School Awards with Industry related curriculum in communication Institution by star News In 2011 at Mumbai

### Best B-School

by ASSOCHAM National Leadership Excellence 2022



### Asian Leadership Awards

Asia's Best Emerging Business School September 25, 2011 Dubai

### Indys Awards for Best B School

Indy's awards for best B school with academic input syllabus in Mass communication by Indy's in 2011 at Mumbai

### World Education Congress Asian Awards

"Education & Industry Interface" September 25, 2011 Dubai Presented to International School of Business & Media, Pune





## An AICTE approved PGDM program for excellence in commercial media industry

At ISBM School of Communication and Media Management, we are proud to offer an AICTE-approved Postgraduate Diploma in Management (PGDM) program that continues to build upon the 23-year legacy of our esteemed institute. Our program embodies creativity, imagination, and domain knowledge in a learning environment that fosters personal growth and professional development.

### Media Courses to AICTE-Approved PGDM Program: Transforming Skills and Career Prospects

Previously, we offered media courses that equipped students with domain knowledge and media industry-specific skills. However, we have since transitioned into a full-fledged AICTE-approved PGDM program that prepares students for a successful all round career in the dynamic field of communication and media management. Our curriculum is designed to equip students with the knowledge and skills needed to excel in today's competitive landscape, and we believe in instilling a sense of responsibility, self-motivation, and operational efficiency that organizations value.

Our goal is to empower you to see, live, and work in a new light, boosting your confidence, building self-motivation, and preparing you for the future. Whether you're looking to advance your career or start a new one, we are committed to providing you with the tools and resources you need to succeed. Our curriculum is tailored to meet the needs of the ever-changing media landscape across the globe and aligns with the vis-a-vis job requirements.

At ISBM, the students learn to work under very demanding schedules, and are expected to perform in the most rigorous and holistic way. We lay great importance to skill & capability development built upon the very best of ideas and concepts. For this, your journey starts right here at ISBM . you have to only dare to dream and we will provide the right inputs to help your dream come true.

Careers with  
**creative**  
Curve

# Objective of the ISBM Media Course

1. To transform the personality aligned with contemporary modern media and business practices.
2. To focus on a creative approach of learning and development
3. To inculcate and promote principles of media apt skills and business management ethics
4. To build creativity and understanding on the subject and their application in the real world
5. To shape students as future leaders with access to high-quality placement opportunities in the Communication & Media industries

## ISBM- Industry Interface

ISBM is a student driven institution. The institute has several events that are totally managed by students themselves. This gives them a rich experience in planning, budgeting, and managing events such as culture fests and seminars/conferences, which help them in facilitating greater industry interface for the benefit of students to achieve their career goals.

SIGMA, the Annual Media Seminar, organized by the media students is an important event that addresses the needs of the media industry. The seminar is the platform for prominent personalities from the Marketing, Advertising and Media world to interact with students at the forum. The event also attracts top level delegates from the industry. The topics for seminars are chosen carefully with an eye to develop the knowledge and expertise of students and thus help them in their career. The seminar at the same time gives the students a hands-on-experience of event management and interacting with industry managers and leaders.

ISBM thus pride itself at being in the forefront of emerging industry scenarios. Having eminent corporates share their ideas and experiences is imperative in an attempt to keep abreast of changing industry trends and requirements.

ISBM also holds an annual corporate lecture series for which leaders are invited from the corporate fraternity to participate and share their thoughts and ideas with students. The lectures and workshops not only enlighten the students with the complexities of the business world but also help them in enhancing their overall personality and get them ready for their career.

### ALUMNI SPEAK



**Teena Alexander**  
(2010-12)  
**Regional Marketing  
Manager**  
**Trafalgar Luxury Group**  
Dubai

My Journey from ISBM till date has been very exciting and successful. I Learn from professors & all my peers who ensured that i could have a stimulating learning environment when i was at ISBM



**Fariya Farooqui**  
(2011-13)

**Lead - Ad Operations Live Sports,  
Impact Properties & Value Added  
Services**  
**Disney+ Hotstar**  
Mumbai



# FACULTY

Prof. Mandar Deshpande

**M.A. (Journalism & Mass Communication)**

**Madurai Kamraj University**

**M.C.M.Pune University**

**B.Com. Pune University.**

15+ years enriching experience as a Director / HOD / Professor / Trainer in Media schools like ISB&M, MIT Institute of Design, MUWCI, SNTD UNIVERSITY etc. will be the stepping stone in rebuilding the Media School. 20+ years as a Freelance Photographer and Designer. 4+ years as a Professional Editor, Media Trainer, Software Developer/Trainer 10+ years as General Manager in an esteemed Interior Designing Products firm has enhanced my perspectives in Teamwork, Risk Management, Business Growth, and other correlated areas. These too shall provide in creating a holistic view of the amazing prospects for our School.

Dr. Rajeswari Saha

**Ph. D Media and Cultural Studies,**

**TISS M. Phil M.Phil. Social Social Work,**

**Delhi University**

Dr. Rajeswari Saha is a Ph.D in Media and cultural studies from TISS, Mumbai, M.Phil and Post graduation in Social Work from Delhi University, with over 10 years of experience in visual storytelling, research, and practice. She is an expert in visual ethnography, critical media texts, advertising and consumer culture, and social campaigns. She has a working experience of 5 years in the development sector with leading policy makers such as UNDP, UNICEF, Terre De Hommes focussed on research with media and capacity building. Dr. Saha has published over 10 papers, including peer-reviewed academic journals, national and international conferences, and is a regular columnist in popular media.

Prof. Sushil Behl

**MBA (JIMS)**

**BA (Hons), Bombay University**

**MBA Rochville University, California, USA**

Over 39 years Industry and Academic experience, in Advertising, Public Relations, and Communications. Has worked in senior positions in Advertising Agencies such as J Walter Thompson, Grant Kenyon Ekhardt, and LINTAS. Thereafter, in Corporates, as Head of Advertising, Corporate Communications and PR, in Greaves Cotton, Tata Group, and Mafatlal Group.

Dr. Shubham Saxena

**Ph. D, NET, MMS**

Dr. Shubham Saxena is an expert faculty in marketing, specialized in digital marketing and analytics. He has wide experience in training professionals, executives and enterpruners across India. He is currently serving as digital marketing consultant to companies in media sector and his research interests are in the area of marketing applications of AI, Virtual reality, data analytics and IOT.

Dr. Mahendra Ramdasi

**Ph. D.**

IT professional from last 20+ years having worked with IBM, Cognizant, Capgemini, Syntel Inc. on different roles in Strategic IT solution delivery and Technology Consulting. Globally certified Enterprise Agile and DevOps Consultant and contributing and partnering to many international clients from Banking, Finance, Insurance and Logistics domains. Travelled around 10 countries so far on different client facing roles and responsibilities. Doctorate (PhD) in Information Systems Engineering and also having very high passion of developing and delivering workshops on technology and management themes based on his hands-on experience.

Prof. Sangita Soman

**PGP (OB, ICFAI Pune)**

Experience of 13 years as corporate trainer, facilitator and soft skill enhancement.

Dr. Anupa Barik

**Ph.D. (MICA), Masters' in Mass Communication (Symbiosis)**

Ph.D. in media and communications (MICA); Masters' in Mass Communications (Symbiosis Institute in Media and Communications, Pune); B.A. in English Literature (University of Calcutta)

Dr. Keval J Kumar

Former HOD, Department of Communication and Journalism, University of Pune. Worked with Mudra Institute of Communications, Ahmedabad (MICA) and was the former Director, Symbiosis Institute of Media and Communication (SIMC).

## Alumni Speak

**Fariya Farooqui**



ISBM is a hub where teamwork is stressed upon a lot, and the experiences, learning that I had in this college have helped me a lot in adapting to the corporate environment."

# Core Programme PGDM

PGDM (AICTE Approved) is a flagship programme of ISB&M, high in demand by top recruiters. The programme is designed to meet expectations of top recruiting companies and Develop career in media industry.

Our PGDM programme is 6 trimester programme With a winter internship and 8 week summer internship.

## Our programme is driven by following objectives :

- Develop Knowledge, learn basic Media in
- Content Production, Branding &
- Communication.
- Intellectual Development aimed at thinking,
- Problem solving & decision making skill Learning.
- Develop Media talent and seek complete value system & attitude transformation.
- Be able to succeed in Campus Placement, Professional Life & Career in India and Worldwide.
- Decision your own career plan with specialization mix.

## Our PGDM is a dual specialization programme

The program is designed to maximize students learning. Program includes :

### A. Core Courses ( 20 courses )

Core courses are mandatory for all students, designed to learn the complete business process and develop business orientation.

- ➔ Marketing Orientation thinking, decision making, planning & execution skills.
- ➔ Most core courses are scheduled in 1<sup>st</sup> year (1<sup>st</sup> to 3<sup>rd</sup> trimester) of the programme. Some are scheduled in 2<sup>nd</sup> year (4<sup>th</sup> - 6<sup>th</sup> trimester).
- ➔ These include fundamentals of media ,marketing, finance, data analytics, Media research.
- ➔ learn core Media Skills- Photography, & Technology video production Brand Communication.
- ➔ Develop core skills for careers in Media and digital marketing industry, Business. Basket Approach to specialization you choose a mix of courses and specialization to develop your career.
- ➔ Develop contemporary new media career perspective.



## B. Elective Courses (Required 20)

Elective courses are designed to prepare a student for their choice of career in new media industry. A student is required to complete 20 elective courses.

Follow basket approach make elective choice that prepare a student for their preferred career in New age Media Industry.

## C. Internship

During the Programme, Students will complete Two Internship - Winter (4 - 6 Weeks) and Summer (8 - 10 Weeks). Winter Internship Scheduled in 2<sup>nd</sup> trimester and Summer Internship is Scheduled by the end of 3<sup>rd</sup> trimester. Both Internship Placement done by Placement Cell.

## D. Dissertation & Project

Dissertation is an in - depth research in any theme of business interest or a film production a brand, PR campaign management by a student under guidance of an assigned faculty.

## Teaching Methodology

- A Course Methodology driven by projects
- Case Study
- Experimental learning
- Ideation & Creative Content development
- Assignments & Group Projects

## Evaluation System

ISB&M follows continuous evaluations and feedback process. There are multiple evaluations.

- Quizzes, Assignments
- Live Projects
- Case Analysis
- Comprehensive Viva
- End Term Exam

## Workshops

Students complete 60-90 hours' workshops designed to develop basic Media & Business Skills, Personal Development and company industry specific to help students perform better in campus recruitment programme. Student with Special needs also go through counselling session.





# MEDIA COURSE Details

## Base courses, Trimester - 1 Full Credit Courses

- 1 Introduction to Mass Communication
- 2 Fundamentals of New Age Media
- 3 Marketing Management and Brand Communication
- 4 Audio/Video Concept and Creation
- 5 Introduction to Digital Marketing
- 6 Introduction to Visual Communication
- 7 Writing for Media
- 8 Quantitative Techniques

## Trimester 2: Internship and project based courses

### Internship:

The objective is to develop familiarity with industry, approach to work, processes and workplace experiences.

### Project Based Courses:

To learn a set of technology and practice based courses with high focus on project work.

- 1 Photography
- 2 Graphics
- 3 Video Production and Editing
- 4 AI and Technology in Media

## Trimester 3:

- 1 Media Research and Report-writing
- 2 Media Planning and Buying
- 3 Consumer Behaviour
- 4 Financial Management
- 5 Introduction to Business and Media Analytics
- 6 Sales and CRM
- 7 Social Media & Content Management
- 8 Advertising Management

## Second Year Specialised Courses :

A basket approach to specialisation, select a set of courses to design your specialised career.

### Digital Branding

- 1 Brand and Product Management
- 2 Brand Personality and Image
- 3 Co Branding & Re Branding
- 4 Brand Positioning & Communication
- 5 SEO & SEM

### Social Media Marketing and Management

- 1 Social Media Scope and Variety
- 2 Social Media Optimization
- 3 Social Media Content Creation
- 4 Social Media Campaigns

### Influencer Skill & Marketing

- 1 Reputation and Image-Building
- 2 Public Self-Presentation Skills
- 3 Communication and Articulation Skills
- 4 Presentation and Public Speaking
- 5 General Awareness and Specialised Knowledge

### Media Analytics

- 1 Media Research & Data Analysis
- 2 Content Marketing
- 3 Predictive Analysis
- 4 Analytics Softwares

### TV Production & Creative Writing

- 1 Scriptwriting for New Media
- 2 Production Techniques
- 3 Audio Production
- 4 Editing and After-effects
- 5 Project Management

### Advertising and Media Planning

- 1 Media Planning
- 2 Account Planning
- 3 Client Servicing
- 4 Campaigns and Events

### Technology: Celebrity and Luxury Branding

- 1 Luxury & Lifestyle Management
- 2 Pitching and Storyboarding
- 3 Sports, Lifestyle and Travel Branding
- 4 AI and Production
- 5 Celebrity Management

### Public Relations and Corporate Communication

- 1 Crisis Communication
- 2 Corporate Social Responsibility
- 3 Corporate Image-Building
- 4 PR Campaign Planning

### Core course: Compulsory for all specialisations

- 1 Media Ethics
- 2 Entrepreneurship



**“Diversity is  
our richness,  
Alumni community is  
our strength.”**

# Past Recruiters ( Final & Internship)

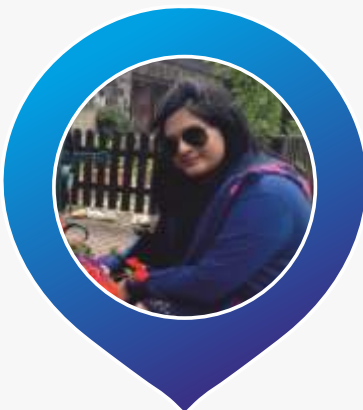
In final placement, you join MNCs and top Indian companies in roles that build your career. We love to see our students in Senior Management (AVPs & UPs) roles in 8-10 years, both in India & globally.



**Placements  
(Summer and Final)**

**Placement in  
National  
and  
International  
companies**

## ALUMNI SPARK



**Apurva Mathur  
(2011-13)**

**Senior Manager  
Corporate Communications  
The Wave Group  
OIDA**

## Advertising

Brand Comm  
Contract Advertising  
Denstu  
Genesis Advertising  
Granton Advertising  
Group M  
IMCL  
JWT  
Law & Kenneth  
Leo Burnett  
Mass Communication  
Bozell  
McCann Erickson  
Mouli's Advertising  
Mudra Communication  
Ogilvy & Mather  
Orchard Advertising  
Publicis India  
R K Swamy BBDO  
Rediffusion DY&R  
TBWA India  
Vibrant  
Zenith Optimedia

## Public Relations/Corporate Communication

Ad Factor PR  
Brodeur PR (TBWA)  
Coffee Speak Communication  
Corporate Voice Weber  
Weber Shandwick  
Genesis Burson  
Marsteller  
Hanmer MS&L  
Lin Opinion  
Clea PR  
Mutual PR  
Ogilvy PR  
PR Hub  
Pepper Square  
Sampark  
Text 100  
Vaishnavi Corp. Communications  
20:20

## Production (TV & Films)

Adlabs Films  
Balaji Telefilms Ltd.  
Big TV  
Columbia Tristar  
Contiloe Films  
Endemol  
Equinox  
Miditech  
Surge Entertainment  
White Light Moving Picture  
Yashraj Films  
Network 18

## Production (TV & Films)

Discovery Channel  
ESPN Star Sports  
TV Today  
MTV India Ltd  
NDTV India  
SAB TV  
Sahara  
SET India Pvt Ltd  
Star News  
Times Now  
UTV Motion Pictures  
Zee Network Ltd.  
Zee News  
Zee Sports

## Radio

BIG FM  
Radio One  
Radio FM  
Synergy Media  
Radio Meow  
Radio City  
Radio Mirchi

## Print Media

DNA  
Hindustan Times  
India Today Group  
Jagran Publications  
Magna Publishing  
Sakal  
Times Of India  
India Express  
Financial Express

## Research

Avalon Business Intelligence  
Brand Comm  
IMRB  
Indica Research  
Media Research Users Council (MRUC)  
TAM Media Research

## Others

LG Electronics  
Reuters  
Motilal Oswal  
Pantaloons  
4J's  
Live Media  
Haier Telecom  
Indiantelevision.com  
Leela Group  
Encore Group of Hotels  
Airlive Studio



# Placements Through ISBM

ISB&M focuses on the professional development of the students and trains them to get a suitable entry into the career of their choice. It has been observed from the placement record of ISBM post-graduate programme that recruiters have always valued the students of ISBM for their analytical abilities and a creative approach toward the professional situations. A visible indicator of this is 100% placement of students in various business and corporate sectors since its inception.

The Placement cell at ISBM takes the initiative to explore career avenues for the students through visits to companies in new sectors.

The institute helps students in career planning through career counseling wherein they gather information about themselves in terms of their interest, aptitudes, abilities, so that they can choose their career more effectively. The institute also focuses on developing their skills by providing training on resume building, group discussions, and facing interviews, which help and facilitate their success in getting companies of their choice.

The institute has state-of-the-art facilities for campus recruitment. Student placement representatives provide assistance to companies visiting ISB&M throughout the selection process.

**ISBM Culture:** ISBM culture strongly enables the transformation of a student to a manager. From day 1 the orientation programme exposes a student to the world of Medias. The process tries to inculcate a sense of corporate lifestyle, culture and value system among the students. Our events like Forza, Media Pulse, Crescendo, are student driven events that help an individual to develop organizational and Managerial Skills.

**National Brand:** The Only Media institute in India with a national presence, the advantage being that the students get the flavor of best inputs from Media stalwarts from across the country. This integrated approach helps in Centralized placements too.

**Placements:** All students enrolled for the PGDM AICTE programme are eligible for the campus recruitment programme. The Placement process is led and managed by faculty with support of the placement assistance cell. ISBM School of communication and Media management has maintained a 100% final placement record since its inception.

**Alumni Network:** ISBM School of communication and Media management has a strong alumni network of 10000+ adding value to industry and thus creating a strong good will for themselves and of our brand. Our alumni are working Nationally in different parts of the globe.

**Internship:** Compulsory internships are provided between trimesters in the media industry at different media & communication houses.

**Experiential Learning:** Doing live projects, market-based and rural projects include, each with a client and supervised by someone from the industry/faculty. The projects are largely selected according to specialization of the trainee so that the CV shows variety and depth. These projects included writing for portals and publications, writing on a specific domain across various media, making documentary or short fiction films, musicals, radio spots and jingles, content and design for a website, organizing a major event for a client, an advertising campaign, designing a brand manual, editing for a publication and social or market research. Then there are daily e-paper, in-house brand consultancy wing, and production house work.

**Industry Event Participation:** Each student of the school, irrespective of campus, must participate actively with written reports, photos, interviews and database is one major industry meet anywhere in India or abroad, like FICCI Frames, Goa Fest, IFFI, MIFF, and exchange4media events. Credits to foreign projects, internships, seminars/conferences participation shall be higher.

Why Select  
**ISBM Media**  
programme  
for your career in  
**Media**  
&  
**Communication**  
**Management**

# Distinguished Guests

At ISBM , we invite several highly accomplished executives for guest lectures. We focus primarily on MNCs and top Indian companies. This helps students learn about executive talent , career planning and several of our speakers serve as role models to our students. Career building is a systematic and planned approach that must be learned.



Saurabh Shukla  
**Actor,  
Film Director,  
Screenwriter**

Dr. Aakash Khurana  
**CEO,  
Nimbus  
Communication,  
Well Known Actor,  
Script Writer,  
Theater Artist**



Arnab Goswami  
**Republic TV  
Editor-in-Chief**



Abhinav Singh  
Kashyap  
**Film Director  
and Screenwriter**



Shyam Benegal  
**Film Director,  
Screenwriter and  
Documentary  
Filmmaker**

Tanuja Chandra  
**Indian Film Director**



Rajat Kapoor  
**Actor,  
Filmmaker  
and Playwright**



Anupam Kher  
**Actor,  
Director  
and Producer**



**Akshay Kumar**  
**Actor and**  
**Film Producer**

**Viraf Patel**  
**Indian Actor,**  
**Model and**  
**Screenwriter.**  
**Grasim Mr. India**



**Roshan Abbas**  
**Co founder & CEO**  
**Plot Device ENT,**  
**Actor, Producer,**  
**Event Manager**



**Ganesh Natarajan**  
**Chairman Of The**  
**Board Honeywell**  
**Automation India Ltd.**  
**Nasscom**



**Uday Shankar**  
**Ex President Walt**  
**Disney Company,**  
**Chairman Star India**

**Ram Madhvani**  
**Indian Film Director**



**Aditi Raval**  
**Radio Jockey**  
**MY FM -**  
**Radio Division**



**Palash Sen**  
**Singer, Songwriter,**  
**Musician, Composer,**  
**Physician, Director**  
**and Actor**



# Distinguished Guests (Singer)



Pritam Chakraborty  
**Composer, Instrumentalist,  
Guitarist, and Singer**



Atif Aslam  
**Playback Singer**



Javed Ali  
**Singer**



KK  
**Playback Singer**



Neha Kakkar  
**Playback singer**



Lucky Ali  
**Singer - Songwriter**



Sanam  
**Pop Rock Band**



Asees Kaur  
**Singer**



Amit Mishra  
**Singer**



Vishal  
**Music Composition,  
Production, Singing,  
and Songwriting**



Akhil Sachdeva  
**Musician, Singer  
and Composer**



Shekhar  
**Music Composition,  
Production, Singing,  
and Songwriting**

# Get Inspired by our Alumni

Madhavi Kochar (2001-03)  
Sr. Manager Corporate  
Communications  
Amazon  
Bangalore

Satchit Gayakwad (2001-03)  
Sr. Manager, Press and  
Corporate Affairs  
BMW Group  
Gurgaon

Amit Arora (2003-05)  
Head of Corporate Communication  
& Public Relations  
REA (Housing) INDIA  
Delhi

Rachell Ambrose (2005-07)  
Founder  
Talky Tails  
Mumbai

Saurabh Khatri (2006-08)  
Founder & Brand Consultant  
The Brand Odyssey  
Pune

Shruti Singh (2006-08)  
Assistant Manager  
Genpact  
Pune

Bhavna Garg (2006-08)  
Programming  
Viacom 18 Media Pvt. Ltd.  
Pune

Venkatesh vijaywargi (2006-08)  
Brand Manager  
Ferrero India Pvt. Ltd.  
Pune

Argho Mukherjee (2009-11)  
Senior Manager  
Adfactors  
Mumbai

Deepak Raj (2006-08)  
Content Acquisition & Studio  
Partnership, Amazon Mini TV  
Amazon  
Mumbai

Anshul Dubey (2012-14)  
Senior Account Manager  
WE Worldwide (AvianWE)  
Pune

Rouhan S. (2002-04)  
Senior South Asia Reporter -  
Infralogic  
ION  
Mumbai

Robin Abraham (2010-12)  
Client Servicing Director  
Ogilvy  
Mumbai

Alok Ratnaparkhi (2005-07)  
Senior Director  
Viacom18 Media Pvt. Ltd.  
Mumbai

Anurag Mankhand (2002-04)  
Deputy Director- Media  
FICCI  
Noida

Kaushambika Singh (2003-05)  
Vice President Talent Acquisition  
& Service Delivery  
Winmax Systems  
San Francisco

Rojita Tiwari (2001-03)  
Founder & Director  
Drinks & Destinations LLP  
Mumbai

Ajay Singh Rathore (2003-05)  
Radio City  
Director - Regional Programming  
Jaipur

Sharad Chaturvedi (2003-05)  
Director - Marketing  
Viacom18 Media Pvt. Ltd.  
Mumbai

Amit Jain (2006-08)  
Adidas  
Assistant Operations  
Manager e-commerce  
England, UK

Shriya Sengupta (2007-09)  
Vice President  
Ogilvy  
Mumbai

Neha Sarkar (2011-13)  
Programming Manager  
Zee Entertainment Enterprise Ltd.  
Mumbai

Piyali Guha (2011-13)  
Head of Public Relations  
SRV Media Pvt. Ltd.  
Pune

Anurag Iyer (2005-07)  
Product Analyst  
Google  
Gurgaon

Shivali Gawande (2010-12)  
Content Manager  
HP Studio  
Gurugram

Somen Mishra  
Head Of Creative  
Development Scripts  
Dharma Production  
Mumbai

Margi Trivedi (2011-13)  
Executive Producer  
Sony Pictures Network India  
Mumbai

Madhurenu Datta (2012-14)  
Associate Creative Director  
Ogilvy  
Mumbai

Debroop Chakraborty (2017-19)  
Associate Director- Brand Solutions  
Fork Media  
Mumbai

# Admission process

ISBM Post – Graduate Programme is ideally suited to graduates who are aiming to develop high profile corporate careers in the long term, and wish to seek a promising break.

We are looking for talented achievers seeking a rigorous and challenging programme. We expect our applicants to demonstrate intellectual capacity, a track record of success, leadership potential, energy, integrity and a global outlook

## Minimum Eligibility:

Bachelor degree in any discipline candidates appearing for final year bachelor degree examinations can also apply provided they complete all degree requirements by September 30, 2023, all AICTE programmes require a test score ( CAT / XAT / GMAT / CMAT ) and 50% in graduation.

## Selection Procedure:

While ISB&M, admissions are competitive, our selection criteria revolves around the candidate's ability to:

1. Cope with the demanding environment in ISB&M.
2. Candidate's ability to build a career with MNCs and high profile Indian companies.
3. Candidate's openness and ability to learn new social and cultural habits & values, that professional MNCs, especially seek.

In order to succeed in ISB&M, a candidate must develop a learning attitude for a career and be open to imbibe an attitude towards exploring newer experiences & make serious efforts at self-development.

### A. Weightage in selection process :

1. Entrance Test: 25%
2. Academics: 25%
3. GD&PI: 40%
4. Work Exp: 10%

For an outstanding candidate, only written test score is not a barrier.

ISB&M Admission is profile based selection.

### Procedure for Applying to ISB&M

#### 1. At Institute Counter

- Candidates can obtain ISBM - SCMM Prospectus along with Application by paying Rs.1000 at the institute counter.

#### 2. By Online Payment

- ➔ Application form is available at [www.isbm.ac.in](http://www.isbm.ac.in) and must be submitted online with the application fee, which is non - refundable.
- ➔ The application fee can be paid through **credit card / Debit card / Bank Transfer** through the designated payment gateway or demand draft (International School of business & Media) or cash.

#### Note:

ISBM will send the prospectus to you by courier or speed-post on the address mentioned in the online application.





## Group Discussion and Personal Interview :

GD & PI assignment will include Academic scores, Thinking, Problem Solving, Decision Making and Personal Interviews. The list of short-listed candidates for final admission will be posted on the website and also be intimated to the candidate by SMS, email, courier /speed-post.

We are looking for talented achievers seeking rigorous and challenging programmes. We expect our applicants to demonstrate intellectual capacity, a track record of success, leadership potential, energy and integrity and a global outlook.

## Fee Structure and Other Details

The fee is only the course fee and does not include hostel fees and expenses for living . The Schedule of Payment of fees is given below :

### Post Graduate programme in Media Management

Campus	1 <sup>st</sup> Installment at time of Admission	2 <sup>nd</sup> Installment Nov 30, 2023	3 <sup>rd</sup> Installment Feb 20, 2024	4 <sup>th</sup> Installment July 30, 2024	5 <sup>th</sup> Installment Nov 10, 2024
Pune Nande	1,10,000	2,27,500	2,27,500	2,27,500	2,27,500

## Other Expenses: (To be paid with 2<sup>nd</sup> Installment)

Caution Money Deposit of Rs.10,000 (Refundable).

Placement fees as specified by the Placement Assistance Cell is Rs. 20,000 per year.

Alumni Life Membership of Rs. 10,000.

**Note:** Currently 18% GST is applicable on Alumni fee & Placement fee only, However GST will be charged at actual, if applicable on other fees.

**Separate hostel facilities for girls and boys are available inside and outside the campus. Selected students need to apply separately to avail themselves the hostel facility**

## Rules for Cancellation of Admission

Cancellation of admission by last day class schedule of Orientation Program, Rs. 1000 will be deducted and the balance will be refunded. No refund of fees against cancellation of admission after the Orientation Program.

### Important Dates for Application

1. Application Form Open	20 <sup>th</sup> July , 2023
2. Application Forms Close	16 <sup>th</sup> August , 2023
3. Early Bird (Application Fee: Rs. 500/-)	20 <sup>th</sup> July to 31 <sup>st</sup> July , 2023
4. Application Fee : Rs. 700/-	01 <sup>st</sup> August to 08 <sup>th</sup> August
5. Application Fee : Rs. 1000/-	09 <sup>th</sup> August to 16 <sup>th</sup> August
6. Personal Interview 1 <sup>st</sup> Round	9 <sup>th</sup> -11 <sup>th</sup> August
7. Personal Interview 2 <sup>nd</sup> Round	21 <sup>st</sup> August - 22 <sup>nd</sup> August
8. Admission Closes	26 <sup>th</sup> August 2023
9. Campus reporting Date	31 <sup>st</sup> August 2023
10. Orientation Programme	1 <sup>st</sup> - 3 <sup>rd</sup> September 2023
11. Course Commencement Date	06 <sup>th</sup> September



**Rojita Tiwari (2001-03)**

**Founder & Director**

**Drinks & Destinations LLP**

**Mumbai**

## **Woman Achiever Rojita Tiwari - A 'Spirited' Brand Strategist**

**by What's Hot in India**

“The world is awed by an influential woman's positions of power, but knows little about her journey - her sacrifices, the hurdles she crossed, and the battles she continues to fight. The overarching message she gets from society is that success for women - personal or professional - is the exception and not the rule.

The next Woman Achiever on our list is Rojita Tiwari, a well-known wine and spirits professional in India. She is a certified sommelier and a wine and spirits writer, educator, and consultant. She has won numerous awards and accolades for her work. Tiwari is the founder of Drinks & Destinations, a leading digital platform and liquor brands consultancy firm that covers the Indian beverage industry. She is instrumental in introducing a new category of spirit (Baijiu) in the country and currently consulting a whisky company as the Chief Brand Strategist.”

**Anadii Chaturvedi (2005-07)**

**Film Director**

**ARC Motion Pictures**

Anadii Chaturvedi, born in the city of Kanpur, Uttar Pradesh, graduated from ISB&M in 2007. He worked as a Promo-Director at Star Plus for 6 years before starting his own production house. He has produced ad films, promotional campaigns, and shorts for various brands such as ICICI Bank, ICICI Lombard, L&T Infra, Star Plus, Google, Star Sports, Eros Now, Calamus E-Bikes, Bharti AXA Life, Aamir Khan's Satyamev Jayate, and more. He has also won the prestigious Promax Gold Award in 2013 for the best marketing campaign. Anadii is now preparing to release his web series "Chhatrasal" as a director and producer, which is set to be released in 2021 and promises to be a historical masterpiece.





## Swati Kumari (2004-06)

**Director**

**Arthaat Mass Communications Pvt. Ltd.**

## Some Lesser Known Facts About Swati Kumari

- ➔ Swati Kumari is a popular Indian news anchor and YouTuber.
- ➔ In 2004, during her post-graduation, she worked for three months at LKP Forex Company as a marketing executive.
- ➔ In 2005, she did a three-month internship at News News where she worked as a crime reporter.
- ➔ After completing her post-graduation in 2006, she gave interviews at many news channels to become a crime reporter; however, she became a business news anchor at "CNBC Awaaz" where she worked as the Principal correspondent & Anchor for seven years.
- ➔ After quitting CNBC Awaaz in 2013, Swati joined Star India Pvt Ltd as the Associate Executive Producer.
- ➔ In 2017, she started a YouTube channel "B Wealthy." Her YouTube channel has more than 328k subscribers (as of 2020).
- ➔ In 2018, she started her own company, Arthaat Mass Communications Pvt Ltd.
- ➔ In 2020, she joined ZEE Business as a consultant.

## Herry Tangri (2005-07)

**Bollywood Actor**

The actor who plays Yuvraj Singh in 'M.S. Dhoni : The Untold Story' looks almost like him ....

**Herry Tangri**

Yuvi's character is the biopic been played by Herry Tangri and their resemblance is simply uncanny..... **By Cricket Times**







Peoples Empowerment Group

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