

PGDM AICTE Approved

PROSPECTUS 2024

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

BRANDING PRESS RELEASE DESIGN BANNER
AUDIENCE INNOVATION
PROFESSIONAL
DIGITALLY
BROADCASTING ENGAGE
OUTREACH DESIGN IDEA CHANNEL
EXPOSURE INFOGRAPHIC BLOG
COMMUNITY
ART NETWORK
PHOTOGRAPHY
CONCEPT CREATION
DIGITAL MARKETING TECHNOLOGY LIFESTYLE
ARTIST
GOOGLE NEWS KEYWORDS
STRATEGY
LINKEDIN TWITTER FACEBOOK YOUTUBE
ENTERTAINMENT JOURNALISM
MEDIA MANAGEMENT



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



19th 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



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

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



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, ICAI 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 1st year (1st to 3rd trimester) of the programme. Some are scheduled in 2nd year (4th - 6th 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 2nd trimester and Summer Internship is Scheduled by the end of 3rd 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)

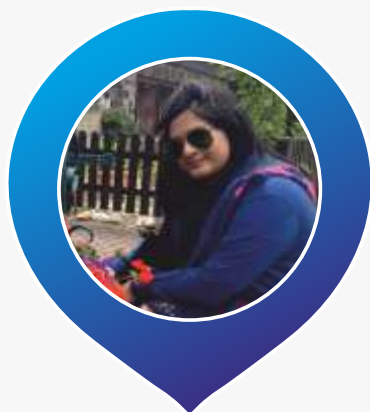
In final placement, you join MNCs and top Indian companies in roles that build your career. We love to see our students in Senior Management (AVPs & UPs) roles in 8-10 years, both in India & globally.



**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

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

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, marking documentary or short fiction films, musicals, radio sports 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.

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 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 st Installment at time of Admission	2 nd Installment June 01, 2024	3 rd Installment Oct 20, 2024	4 th Installment July 30, 2025	5 th Installment Nov 10, 2025
Pune Nande	1,10,000	2,27,500	2,27,500	2,27,500	2,27,500

Other Expenses: (To be paid with 2nd 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 Forms Open	12th Sept., 2023
2. Application Forms Close	20th January, 2024
3. Early Bird (Application Fee: Rs. 500/-)	12th Sept. to 04th Oct., 2023
4. Application Fee : Rs. 700/-	05th Oct. to 1st November, 2023
5. Application Fee : Rs. 900/-	02nd November to 15th December, 2023
6. Application Fee : Rs. 1500/-	16th December to 20th January, 2024
8. Group Discussion & Personal Interviews	February, 2024 onwards
9. PGDM Programme Commencement	June, 2024



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

ISB&M

School of Communication
& Media Management

*Among the Best an Intellectual
Development and Academics*



Highly Active, Outgoing & Liberal Culture



ISBM School of Communication & Media Management, S. No. 44/1, 44 1/ 2, Nande, Pashan Sus Road, Pune 412 115
www.isbm.ac.in/media

7757029571 / 8530232273 / 020 - 35012000



Peoples Empowerment Group

ISB&M

School of Communication & Media Management

Form No.: _____

Note: The Application Form and Prospectus will be issued only in the name of the applicant. The Form is not transferable. Please fill in with your own handwriting. May attach any additional inputs, but no original copies of certificates or mark sheets.

Single Application Form for Admission to Post Graduate Diploma in Management (PGDM) Programme Batch : 2024 - 2026

Attach your photograph and sign across

Form has Sections A, B, C, D & E. (Complete all Sections and don't skip any Section, Fill the form in Block Letters).

PGDM Programme Media Management

SECTION A :

Choice of Centre for Group Discussion (GD) and Personal Interview (PI):

Allahabad, Chandigarh, Delhi, Dehradun, Jaipur, Varanasi, Lucknow, Bhubaneswar, Guwahati, Jamshedpur, Kolkata, Patna, Ranchi, Ahmedabad, Bhopal, Indore, Mumbai, Nagpur, Pune, Raipur, Bangalore, Chennai, Hyderabad, Vijayawada

Identification Number and Score: (Candidate must have any one score to be eligible to apply)

	CAT	XAT	MAT	CMAT	ATMA
Identification Number					
Score in Percentile					

SECTION B :

Personal Information:

First Name: _____ Surname: _____

Father's/Guardian's Name: _____

Mother's Name: _____

Professional Background of Parent/Guardian: _____

Date of Birth: _____ Height: _____ Weight: _____ Blood Group: _____
(dd/mm/yyyy)

Any Major Ailment or Sickness: _____ Nationality: _____

Person with Disability: Yes No If yes, mention: _____

Are you a member of SC/ST/OBC: Yes No If yes, mention the category: _____

Contact Information:

Present Address: _____

City/Village: _____ Post office: _____ State: _____ Pin Code: _____

Tel. (with STD Code): _____ Mobile: _____ E-mail: _____

Permanent Address: _____

City/Village: _____ Post office: _____ State: _____ Pin Code: _____

Tel. (with STD Code): _____ Mobile: _____ E-mail: _____

SECTION C : Education Background (Attach photocopies of the certificates)

Course	University/Board	Institute / College	Year of Passing	Subjects	Mark * (%)	Class/ Grade
Std. 10						
Std.12						
Graduation**						
Others						

* For Graduation, please give aggregate of mark of all years. If appearing for final year, mention aggregate of 1st & 2nd.

** Mention BA, B.Sc., B.Com., BBA, B.Tech., B.E. (Mechanical, Electrical)etc.

SECTION D : Work Experience: (Will be required to furnish proof of work experience certificate)

Sr. No	Company	From	To	Position held/KRAs	Location

What are your career growth expectations? _____

SECTION E :**About ISB&M :**

How did you hear about ISB&M? Print Media Friends Coaching Center Other Sources

Why do you think ISB&M is the best option? _____

Career Goals:

What are your long-term objectives in life? _____

Where do you see yourself five years from now? _____

Mention your strengths and weaknesses: _____

What qualities do you have which will make you a committed and responsible professional in corporate field? _____

Payment Details :

Demand Draft No. _____ Drawn on (Bank) _____ Demand Draft Date: _____

Undertaking :

- 1) I hereby submit to the jurisdiction of the Pune court in the event of any dispute. I have carefully noted the rules and process of admission as given in the prospectus which I am required to follow and shall in matters of interpretation; accept the decision given by the Director in this respect as final and binding.
- 2) I shall conduct myself as per the rules and norms of ISB&M, failing which I shall not approach the Director for any concession in this regard and shall be liable to be debarred from the Institute. Manual of Policy will be provided at the time of admission.
- 3) I have also read, understood and accepted the code and conduct of the Institute and shall take note of all communication put from time to time.

Date: _____

Signature of the Applicant _____