

Post Graduate Diploma in Media Management with specialisation in Television Management

Introduction

Calcutta Media Institute (CMI), promoted by ABP Pvt. Ltd. and Indian Institute of Social Welfare & Business Management (IISWBM), pioneers in business management studies in India have come together to offer a one year Post Graduate Diploma Course in Media Management of University of Calcutta with specialization in Television Management. The main objective of this programme, which is perhaps the only course of its kind in India, is to provide students interested in television management as a career, grounding in the fundamentals – the concepts, the methods and practices – to ease their entry into the profession.

Pedagogy

The method of teaching will be lectures by faculties who are regular academicians and by guest faculties all of whom are practicing industry professionals with huge experience. Special classes by visiting faculties, open sessions, workshops, exposure to various technical / production processes by visiting the relevant TV Channels / Production houses/ Studios and projects will be part of the teaching process. The assessment will be based on written tests at the end of each semester and also the quality of assignment / internship. Equipments like LCD projectors, audio systems, Wi-Fi and broadband internet connection etc are available and will be used as per need of the teaching methodology.

Target Students

Who is it meant for?

Graduates in any discipline including law & Engineering from a UGC recognised University
Students graduating from university other than University of Calcutta will have to register in University of Calcutta to be eligible to study this course.

Future

On successful completion of the course students will be awarded a Post-graduate Diploma by University of Calcutta. Successful students could look forward to a career in any of the following disciplines / departments as an employee or as a freelancer :

- Television Channels
- Marketing & Brand Activation
- Sales
- Operations
- Distribution
- Programming & Production
- Production Houses
- TV Planning & Buying at Media Agencies
- Media Marketing & Sales
- New/Digital/Mobile Media
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Faculty

Faculty

Malay Dasgupta

Dr. S. Banerjee

Dr. T. Ray

Dr. A. Sharma

Dr. G. Das

Sujata Saha

Sandip Ghosh

Sandip Chaudhuri

Guest Faculty

Saibal Chatterjee

Prof. A. Majumdar

Santanu Bhattacharya

Prof. Abhijit Roy

Anindo Banerjee

Arun Chaudhuri

Prof. Abdul Rajjak

Anil Kuriakose

Aparna Sinha

Ashoke Viswanathan

Asok Dasgupta

Akash Mondal

Aditi Ray

Ayan Bhattacharya

Chhanda Banerjee

Debasish Sarkar

Debika Mukherjee

Indrani Sen

Madhumita Chattopadhyay

Prasenjit Das Purkayastha

Pritam Chowdhury

Dr. Rangan Chakravarty

Sujay Kutty

Prof. Saayan Chattopadhyay

Snehasis Sur

Shubhojit Kumar Ganguly

Sumit Ghosh

Srimati Roy

Tapas Roy

Fee Structure

The fee for the course is **Rs.2, 50,000**.

A sum of **Rs.5000** will be collected as Library Caution Money.

(Library caution money will be refunded at the conclusion of the course after necessary deduction, if any.)

Loan Facility:

Institute will provide the certificate to an applicant seeking loan from a bank which have floated the 'Loan Scheme', referring that the candidate is a bonafide student of the Institute.

Installment Facility:

Students who don't want to avail education loan can pay the total fee in maximum of **3 installments** as follows:

Rs.1,30,000 at the time of admission and **Rs. 60,000** each by 15th of December 2015 and 15th of March 2016.

All the cheques / demand drafts should be drawn in favour of **Calcutta Media Institute Pvt Ltd** and payable in Kolkata.

Delay in payment of fee will attract penalty fee.

When And Where

Classes will be conducted at the following addresses as per circulated routine.

A) **Indian Institute of Social Welfare and Business Management (IISWBM)**, College Square West. Kolkata 700073, and

B) **Calcutta Media Institute (CMI)**, 501, Elgin Chambers. 5th floor. 1A, Ashutosh Mukherjee Road. Kolkata 700020.

Classes begin on : 27th of July 2015

Admission Criteria

To participate in selection Process Download and print the Form available in this website or under Admission section at www.iiswbm.edu

You can also collect the physical form from either of the following addresses.

The form will cost **Rs.500** payable in cash for physical copy and payable at the time of submission for downloaded and printed forms.

a) **Calcutta Media Institute (CMI)**. 501, Elgin Chambers. 5th floor. 1A, Ashutosh Mukherjee Road. Kolkata 700020
(behind B, Sarkar Johuree at the intersection of Ashutosh Mukherjee Road)

b) **Indian Institute of Social Welfare and Business Management (IISWBM)**. Management House. College Square West. Kolkata 700073.

For more information, visit either of the institute or contact:

J.B. Roy Chowdhury, Calcutta Media Institute, (M +91 98312 30988 / 98305 80988 / T + 91 33 3008 6605)

Romili Banerjee, IISWBM, (T +91 33 4023 7474 / 2241 3756)

Admission Process

For Registration

To download application form click here (form pdf to be hyperlinked here)

or, Collect a physical form and Submit the filled up form along with all supporting documents at either of the following two addresses:

a) **Calcutta Media Institute** (CMI). 501, Elgin Chambers. 5th floor. 1A, Ashutosh Mukherjee Road. Kolkata 700020

(behind B,Sarkar Johuree at the intersection of Ashutosh Mukherjee Road and Elgin Road)

b) **Indian Institute of Social Welfare and Business Management** (IISWBM). Management House. College Square West. Kolkata 700073.

Selection will be through **Group Discussion** and **Personal Interview**

Important dates:

Last date of issue & receipt of form: Friday 26th June 2015

Publication of shortlisted candidate for GD/PI : Tuesday 30th June 2015

Group Discussion & Personal Interview: Monday 6th July & Tuesday 7th July 2015

Final result on: Wednesday 8th July 2015

Fees to be paid between: Wednesday 8th July 2015 and Saturday 25th July 2015

Classes commence on: Monday 27th July 2015