

NAAC Re-accredited Grade 'A' | Autonomous Institute
Affiliated to University of Mumbai

BA



IN MULTIMEDIA & MASS COMMUNICATION (MMC)

Communicate. Create. Connect.

Explore the dynamic world of media and communication. From storytelling to digital content, build the skills to inform, influence and inspire.



Develop creativity, communication skills and media expertise to thrive in the fast-evolving media and entertainment industry.



INDUSTRY RELEVANT CURRICULUM



PRACTICAL LEARNING



EXPERT FACULTY



INTERNSHIP & TRAINING



PLACEMENT SUPPORT

CURRICULUM STRUCTURE

Explore what you will learn across key areas of Multimedia & Mass Communication

| | | | | | |
|-----------|--|--|--|--|---|
| 01 | FOUNDATION COURSES | | <ul style="list-style-type: none"> Principles of Communication English for Media Introduction to Mass Communication | <ul style="list-style-type: none"> Media, Society & Culture Media Ethics | <ul style="list-style-type: none"> Foundation Course I & II Environmental Studies |
| 02 | MEDIA CONCEPTS | | <ul style="list-style-type: none"> Print Media Electronic Media Media Law & Ethics | <ul style="list-style-type: none"> Public Relations Advertising: Principles Communication Theories | <ul style="list-style-type: none"> Digital Media Basics Introduction to Journalism |
| 03 | CREATIVE MEDIA & PRODUCTION | | <ul style="list-style-type: none"> Video Production Radio Production Photography | <ul style="list-style-type: none"> Script Writing Editing Techniques Graphic Design Fundamentals | <ul style="list-style-type: none"> Audio-Visual Techniques Content Writing Animation Basics |
| 04 | SPECIALISATION AREAS | | <ul style="list-style-type: none"> Digital Media & Social Media Broadcast Journalism Documentary Production | <ul style="list-style-type: none"> Event Management Brand Communication Content Creation & Strategy | <ul style="list-style-type: none"> Film Studies Corporate Communication Web Content Management |
| 05 | PRACTICAL EXPOSURE & PROJECTS | | <ul style="list-style-type: none"> Internships Live Projects Field Reporting | <ul style="list-style-type: none"> Mini Project Major Project Portfolio Development | <ul style="list-style-type: none"> Industry Interaction Media Visits Report Writing |

WHY CHOOSE BA MMC AT VSIT?

| | | | | | |
|---------------------------------|---------------------|-------------------|------------------------|------------------|---------------------------|
| | | | | | |
| State-of-the-art Infrastructure | Experienced Faculty | Hands-on Learning | Industry Collaboration | Career Readiness | High Growth Opportunities |

ADMISSIONS OPEN



Shape Your Future with VSIT!



Mobile With Whatsapp

+91 9167409222



Website

vsit.edu.in



Email

admissions@vsit.edu.in



Address

Vidyalankar College Marg,
Wadala East,
Mumbai 400 037



SCAN HERE

WHY CHOOSE VISIT?



11-acre green campus
in Central Mumbai –
1 km from Wadala
Road Station



Modern, well-equipped
labs with industry-
aligned, hands-on
curriculum



Active Corporate
Relations Centre:
placement drives,
soft skills &
resume building



Vibrant student life –
clubs, cultural fests,
sports, and
extracurricular
activities

PROGRAMMES OFFERED

1 DEPARTMENT OF COMPUTING

Undergraduate (UG)

- B.Sc. in Information Technology
- B.Sc. in Data Science
- B.Sc. in Computer Science (AI & ML)
- B.Sc. in Computer Science (Software Engg.)

Postgraduate (PG)

- M.Sc. in Information Technology
- M.Sc. in Data Science & Artificial Intelligence
- M.Sc. in Computer Science (Cybersecurity)

2 DEPARTMENT OF COMMERCE

Undergraduate (UG)

- B.Com. in Accounting & Finance
- B.Com. in Banking & Insurance
- B.Com. in Financial Markets
- B.Com. in Finance & Analytics

Postgraduate (PG)

- M.Com. in Banking & Finance
- M.Com. in Advance Accountancy
- M.Com. in Business Management

3 DEPARTMENT OF MANAGEMENT

Undergraduate (UG) Programmes

- Bachelor of Management Studies
- B.Com. in Business Administration
- B.Com. in Business Management

4 DEPARTMENT OF MASS MEDIA

Undergraduate (UG)

- B.A. in Multimedia & Mass Communication
- B.A. in Digital Marketing Communication

Postgraduate (PG)

- M.A. in Mass Communication: Entertainment, Media & Advertising



All programmes are affiliated with the University of Mumbai. Admission for UG programmes is based on Class XII merit; PG programmes require a relevant UG degree. Entrance via MAH-CET where applicable.

STUDENT-CENTRIC APPROACH

- Instructional Area
- Library
- Smart Classrooms (ICT enabled)
- Lecture Capture System
- Tutorial Rooms
- Discussion Rooms
- Laboratories
- Seminar Halls
- Amphitheatre
- Auditorium
- Media Laboratory



Multiple Food Outlets & Vending Machine



Ambulance (24 X 7)



Reading Room



Professional Counsellor



Students' Recreational Center



Gymkhana



Playground

VALUE-ADDED COURSES



International Financial Management



Professional Web Designing



Stock Market Operations



3D Printing & 2D Graphics Design



Train. Earn. Learn. (with ICAI)



Augmented & Virtual Reality Basics & Unity 3D



Embedded Finance



Data Analytics & Visualisation



Public Speaking & Personality Development



Strategic Advertising & Brand Risk Intelligence

and many more...

PLACEMENTS & CAREER OPPORTUNITIES



85%

Placement Ratio



₹8 LPA

Highest Package



₹5 LPA

Average Package

TOP RECRUITERS



COMMON ROLES OFFERED

- Software Developer
 - Business Analyst
 - Content Creator
 - Marketing Specialist
 - QA / Test Engineer
 - Banking Operations
 - Data Analyst
 - Social Media Manager
 - Brand Manager
 - Event Manager
 - Cost Accountant
 - Financial Analyst
- and many more...

Why Choose
Vidyalankar School of
Information Technology?



Industry-aligned
education with
future-ready skills



Strong industry
connect & placement
support



Focus on holistic
development &
employability



Excellent
infrastructure for
academic excellence