



HSNC UNIVERSITY, MUMBAI

A STATE PUBLIC UNIVERSITY

KISHINCHAND CHELLARAM COLLEGE

DEPARTMENT OF MASS MEDIA

**ADMISSIONS
OPEN FOR
2026-27**

**Master of Arts in
Strategic Communication
[M.A. Strat. Comm]
(Introduced from 2025-26)**

About HSNC University

Hyderabad (Sind) National Collegiate University, Mumbai—a State Public University approved by RUSA and the Government of Maharashtra—was established in 2020 with K.C. College as one of its prestigious constituent colleges. The Hon. Governor of Maharashtra is the Chancellor of the University. Under the visionary leadership of former Provost Mr. Niranjan Hiranandani, Provost Mr. Anil Harish and Vice Chancellor Prof. Hemlata K Bagla, the University has emerged as a centre of academic excellence, research, and innovation. HSNC University offers a wide range of undergraduate, postgraduate, and doctoral programmes across several disciplines. It has 24 research centres and supports a growing number of research scholars. One of the University's flagship programmes is its Harbinger Lecture Series where eminent personalities such as Nobel Laureate Kailash Satyarthi, Kiran Bedi and other dignitaries are invited. HSNCU conferred its first Hon. D. Litt upon Bharat Ratna Shri Ratan Tata, after which Padma Vibhushan Shri Raghunath Mashelkar and distinguished Union Cabinet Minister, Shri Nitin Gadkari were also similarly honoured. In alignment with the National Education Policy 2020, HSNC University has adopted progressive curriculum reforms and innovative teaching practices to stay at the forefront of transformative higher education in India.

About Kishinchand Chellaram College

Established in 1954 by visionaries Vidyasagar Late Principal K.M. Kundnani and Barrister Hotchand Advani, Kishinchand Chellaram (KC) College is one of Mumbai's most prestigious institutions and the second to be founded under the Hyderabad (Sind) National Collegiate Board. With its forward-thinking ethos and commitment to academic excellence, the College has consistently introduced innovative programs catering to evolving educational and societal needs. As a proud constituent of HSNC University, formed under the RUSA 2.0 initiative, KC College enjoys academic autonomy and fosters interdisciplinary learning, research, and critical thinking. From its modest beginnings with 570 students, the College has grown into a thriving campus of over 7,000 learners. Known for academic brilliance, top university ranks, global alumni, and vibrant extracurricular engagement, KC College continues to shape future-ready, responsible individuals grounded in values and driven by purpose.

About Department of Mass Media

The Department of Mass Media was established in the year 2000. It has been consistently listed as one of the top 15 Mass Media departments at an All India level by The IndiaToday and The Week. The Department offers both UG and PG courses, BA Multimedia and Mass Communication; BA Film Making and Media Production; BA Entertainment and Sports Management as well as PG courses, MA Communication and Journalism and MA Entertainment, Media and Advertising. The Department introduces a new PG programme - MA Strategic Communication in its Silver Jubilee Year of establishment. To inculcate, foster, and enhance the creative, managerial, and technical skills of students, the department runs a student club - Knot, A Media Club. The club aims to bridge the gap between academia and real-world media experiences.

Salient Features MA Strat. Comm

Integrated Learning - Perfect blend of Theory and Practice

Capstone Project with Real World Impact

Digital and Media Literacy for the Modern Communicator

Industry-Oriented Learning through Guest Lectures and Workshops

Focus on Ethics, Sustainability, and Social Responsibility

Eligibility Criteria

- Successful completion of 6 semesters of BA or B.Com or B.Sc programmes
- Admission will be based on merit as per HSNC University norms.

Career Avenues

Communication Strategist

- Corporate Communication Executive
- Media Relations Officer
- Media Planner
- Crisis Communication Manager
- PR Executive
- Political PR & Campaign Specialist
- Integrated Communications Manager (Development Sector)
- Public Affairs Consultant
- Stakeholder Communication Advisor

Department Activities

Roll.Take.Turn.
Annual Documentary Film Screening of TYBAMMC Students

Knot
A Media Club
A student club of the department produces podcasts, organises intercollegiate participation, runs open mics, publishes a magazine

International Media Summit

Blitzkrieg
A Media Festival



Inhouse Reserch Journal

Mélange
AMulti-Lingual Department Maagzine

International Film Festival

Lectures and workshops with industry experts

Placement Drive

Field Visits

Infrastructure

KC College - Annex Campus at Colaba

Curriculum Highlights

NEP Pattern Master's Programme that develops communications thinking among the learners

Equips students with persuasion skills for managing diverse stakeholder communication

Career readiness with 100% placement support from the institution

The curriculum includes courses that prepare students in
Rhetoric
Multiplatform Storytelling
Digital Diplomacy
Civic Communication, among others

In-house peer-reviewed *Media Research and Communication Studies* journal to boost students' research efforts

Annual International Media Summit attended by eminent personalities from industry and academia



Industry Panel Discussion (L-R): Amitha Balachandra, Jay Morzaria, Dileep Mohanty, Ashay, Adarsh Himmatsinghka, Seema Tiwari



Vice-Chancellor, HSNC University, Col. Prof. Dr Hemlata K Bagla (L) felicitating Mr Soumitra Sen (R), founder Storyteller.org at Xth International Media Summit 2024



Inaugural ceremony and release of MRCS Journal at XIth International Media Summit, March 2025



Sony Network India's Gaurav Bannerjee interacting with the students at KC College XIth International Media Summit 2025

For More Details, Contact:

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Hiro Sitaldas Punwani Creative Media Studio

Computer Lab

Library

Mohini Hiro Punwani Auditorium