



# HSNC UNIVERSITY, MUMBAI

A STATE PUBLIC UNIVERSITY

## KISHINCHAND CHELLARAM COLLEGE

### DEPARTMENT OF MASS MEDIA

**ADMISSIONS  
OPEN FOR  
2026-27**

**Master of Arts in  
Entertainment Media & Advertising  
[MAEMA]**

#### About HSNC University, Mumbai

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. Niranjn 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 Arister 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 modest beginnings with 570 students, the College has grown into a thriving campus with 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 MAEMA

Designed for **emerging media professionals** ready to drive impactful campaigns and excel in industry

Specialised curriculum focusing on Web content strategy, influencer marketing, experiential branding, AI in advertising

Masterclasses with creative directors, brand strategists, media entrepreneurs

Practical learning with internships, live case studies, and collaborations with studios and ad agencies

Networking events, and workshops for **portfolio** and **pitch** development

#### Eligibility Criteria

- Successfully completed all 6 semesters of BA or B.Com or B.Sc programmes
- Admission through merit combined with online entrance test of HSNC University, Mumbai

#### Career Avenues

##### MAEMA Advertising

- Brand Strategist
- Performance Marketer
- Media Analyst & Planner
- Integrated Communications Expert
- Agency Executive
- Event Planner & Marketer
- Digital Marketing Strategist
- Entrepreneur / Founder

##### MAEMA Films

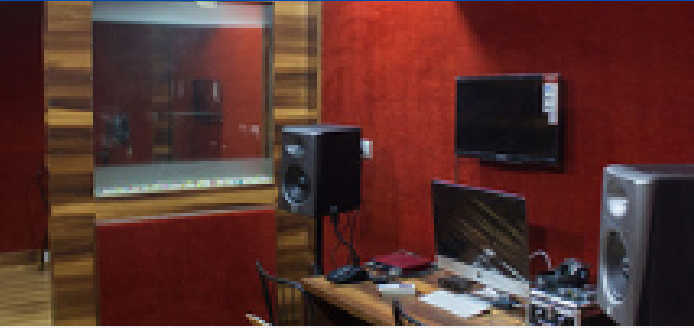
- Media Producer
- Content Development Executive
- Entertainment Business Analyst
- Entertainment Marketing
- Content Distribution Strategist
- Executive Producer
- Studio / Network Executive
- Entertainment Marketing

#### Department Activities



## Infrastructure

KC College - Annex Campus at Colaba



**Hiro Sitaldas Punwani Creative Media Studio**



**Computer Lab**



**Library**



**Mohini Hiro Punwani Auditorium**

## Notable Alumni & Testimonials

I can attest to the institution's profound impact on my career. From shaping my understanding of mass media to fueling my passion for marketing, KC College laid the foundation for my professional journey. Today, as I teach at KC College while pursuing my PhD in Marketing, I'm grateful for the values and knowledge the college instilled in me, which I now pass on to the next generation.

Sneh Chheda  
Senior Manager,  
Operations & New  
Business  
- Schbang Fluence

Nidhi Ketan  
Distribution &  
Outreach @  
Merchant Records

KC MAEMA's visionary approach has been instrumental in my growth. I'm thankful for the mentorship and opportunities that have helped me grow as a media professional. The strong alumni network comprising media professionals and entrepreneurs is a definite bonus!

Saurabh Madan  
Founder, Trillaso  
Media Network

My experience with MAEMA has been truly rewarding! The program nurtured my entrepreneurial ambition. The teachers are very knowledgeable and supportive. Engaging in conversations and exchanging ideas with them has been insightful and effortless.



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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