B-schools are increasingly starting post-graduate communication courses. Nazim Khan goes course spotting.

With the media sector witnessing a phenomenal growth, leading business schools have tapped into the need of students who want to understand the various nuances of the media. We take a look at other B-schools that offer specialised post-graduate courses in communication.

FLAME (FOUNDATION IN LIBERAL AND MANAGEMENT EDUCATION, PUNE)
The School: Based on the outskirts of Pune, FLAME was set up in 2004 by industrialists Parag Shah and Nemish Shah with an aim to offer world-class education in management. “The philosophy behind setting up the institute was to make students not only understand and learn, but also question every assumption to stimulate their thinking process,” says Parag Shah, founder, FLAME. “In each course, the students are free to choose the subjects they want to specialise in,” he says.
The Course: The FLAME School of Communication offers Post-Graduate Diploma in Management (PGDM), a two-year, full-time, residential programme that specialises in communication. “The media industry is growing at the rate of 22 per cent each year and shortage of skilled professionals is immense,” said professor Achyut Vaze, dean of the institute. “In today’s media industry, you will need to have a firm grounding in technical skills coupled with a strong management training.”

The first year is common for students, while in the second year, students can choose to specialise in cinema, television, broadcast journalism, advertising, corporate communication or new media/Internet. Students can also opt for a combination of these subjects.

Infrastructure and facilities: The campus is located in a 75-acre, eco-friendly environment that has a state-of-the-art studio complex and a large library that stocks books, periodicals and DVDs. The classrooms are ultra-modern and the students can access every facility on the campus.

Lowing which will be given an MBA status. Fee structure is Rs 5.83 lakh per year. Placements have not yet taken place as the first batch graduated to the second year this month. “However, the students underwent the compulsory summer internships. Many leading companies came to the campus,” said Vaze.

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ISB&M (INTERNATIONAL SCHOOL OF BUSINESS AND MEDIA)
The School: “The idea behind establishing the International School of Business & Media (ISB&M) is to establish a media school of a global standard. We want to provide education in media, which is relevant, modern and oriented to finer skills and ethical practices,” says Dr Vighneshwar Bhat, director, Pune Campus, ISB&M.

Founded in 2000, ISB&M has campuses in Pune, Kolkata, Noida and Bangalore.
The Course: The School of Media offers a two-year full-time programme — Post-Graduate Programme in Management Specialising in Communications (PGDM).

To get through, students have to clear the IIFT, XAT or CAT exams. ISB&M’s admission process. Among students who apply, selected students are invited for ISB&M’s national entrance test held in different centres all over India. Other national eligibility tests such as MAT/XAT/CAT are also considered. The short-listed candidates are invited for Group Discussion and Personal Interviews (GD and PI) where the selection committee consists of representatives from the corporate world as well as ISB&M faculty.

Infrastructure and facilities: There is a library apart from a digital library that houses 85,000 national and international journals. Hostel facilities are available at the Pune campus for a limited number of students.

Other details: The institute has applied for AICTE recognition but as of now the training programmes are autonomous in nature. “ISB&M has a 100 per cent placement record over the last eight years,” says Dr Bhat. The average annual package for freshers is around Rs 6 lakh. The course fee for the PGDM programme in communication is around Rs 4.3 lakh.

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