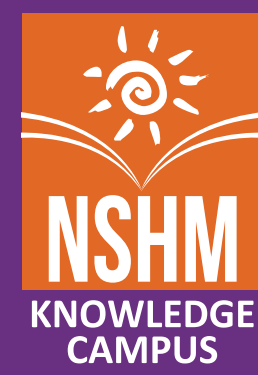


www.nshm.com

Disclaimer:

This information booklet of NSHM Knowledge Campus was published in March 2023, and the information given was correct at that time. It is intended primarily for those considering admission to the college in the year 2023. We reserve the right to modify any statement if necessary, to make variations to this content or methods of delivery of programmes of study, to discontinue programmes or to merge or combine programmes. If such action is reasonably considered by the college, every effort will be made not to do so, notice of any changes will be given and the college will use all reasonable endeavours to provide a suitable alternative. Information about specific entrance requirements is intended as a guide only. For campus-specific details, please visit the respective NSHM Knowledge Campus at Kolkata and Durgapur. All disputes are to be settled within the jurisdiction of Kolkata for all NSHM Knowledge Campuses.



NSHM Knowledge Campus, Kolkata
Established by HCG Charitable Trust
124, B. L. Saha Road, Kolkata 700 053 | Ph: (033) 2403 2300/01



www.nshm.com



innercircleindia.com





NSHM Knowledge Campus, with a legacy of over 25+ years in providing quality education, with campuses in Kolkata and Durgapur. Being one of Eastern India's pioneering institutions, NSHM offers multidisciplinary UG & PG programmes under Business & Management, Hotel & Tourism Management, Health Sciences, Media, Design, Computing & Analytics, Engineering & Technology, and Nursing.

New Age Programmes

We have always wondered about the future and experimented with offering full-time degree programmes that are futuristic to meet India's evolving needs as well as being globally accepted. New age degree programmes in AI & Machine Learning, Digital Health, Cyber Security, Yoga, Data Science, Fashion Design & Culinary Science have been added over the last 5 years to provide interested students an opportunity to learn and explore exciting career options in these emerging fields.

Youth Connect Initiatives

Every year we have driven initiatives to host eminent personalities from diverse fields to interact, empower and share their experiences with our students. Inspire the Champion in You, NSHM's flagship annual event, where diverse speakers ranging from Dr. Shashi Tharoor, Member of Parliament, to legendary footballer Pele have visited our campuses and interacted with our students. Other events like Vectra, Y-Comm, Login are also held annually to create platforms for students to showcase their talents.



**NSHM
Knowledge
Campus**



Our Legacy

26+ Years of
Excellence
in Education

More than

60+ Degree
Courses

Over

30K
Alumni

8 Schools

2 Campuses
Kolkata &
Durgapur

Affiliations, & Accreditations



Maulana Abul Kalam Azad University of Technology, West Bengal (MAKAUT)

- NSHM's courses are affiliated to & degrees are awarded by MAKAUT



All India Council for Technical Education (AICTE)

- AICTE is responsible for proper planning and coordinated development of the technical education and management education system in India
- NSHM's course contents and curriculum design, teaching methodologies, student intake norms, etc., are approved by AICTE, as applicable



West Bengal University of Health Sciences (WBUHS)

- The nursing courses are affiliated to & degrees are awarded by WBUHS



Pharmacy Council of India (PCI)

- NSHM's UG and PG Pharmacy courses are accredited by the Pharmacy Council of India



West Bengal Nursing Council (WBNC)

- NSHM's GNM Diploma programme is approved by the West Bengal Nursing Council



National Assessment and Accreditation Council (NAAC)

- NSHM Knowledge Campus, Kolkata & Durgapur are accredited by NAAC, as applicable



National Board of Accreditation (NBA)

- NSHM's UG Pharmacy programmes are accredited by NBA

Awards & Recognition - Media School



NSHM features in INDIA TODAY
survey for 2018



NSHM Media School has been featured amongst
the top 31 Mass Communication Private Institutes
by Outlook Magazine.



NSHM Media School, Kolkata ranked 26th All India
by The Week Survey 2022.



NSHM Media School was awarded the Best Media
Mass Comm. Institute by Lions Gurukul Club defining
excellence in education.

Industry Knowledge Partners



Programmes Offered

NSHM Media School

B.Sc. - Film & Television
B.Sc. - Media Science
M.Sc. - Film & Television
M.Sc. - Media Science

NSHM Business School

Bachelor of Business Administration
BBA - Hospital Management
BBA - Global Business
BBA - Sports Management
BBA - Banking & Finance
BBA - Supply Chain Management
BBA - Accountancy, Taxation & Auditing
MBA+ Harvard Business School Online
Master of Business Administration (MBA)
Master of Hospital Administration

NSHM Institute of Engineering & Technology

B.Tech. - Civil Engineering
B.Tech. - Electrical Engineering
B.Tech. - Mechanical Engineering
B.Tech. - Electronics & Communication Engineering
B.Tech. - Computer Science Engineering
B.Tech. - Computer Science Engineering (Data Science)
B.Tech. - Computer Science Engineering (Artificial Intelligence & Machine Learning)

NSHM Institute of Computing & Analytics

BCA
MCA**
B.Sc. - Data Science
B.Sc. - Cyber Security
M.Sc. - Data Science & Analytics*
M.Sc. - Information & Cyber Security*

NSHM Institute of Nursing

B.Sc. - Nursing**
Diploma in General Nursing and Midwifery (GNM)

NSHM Institute of Health Sciences

Bachelor of Pharmacy
Bachelor of Optometry
B.Sc. - Psychology
B.Sc. - Medical Lab Technology
B.Sc. - Medical Instrumentation & Critical Care Technology
B.Sc. - Medical Imaging Technology
B.Sc. - Yoga
B.Sc. - Digital Health & Telemedicine
B.Sc. - Dietetics & Nutrition
Master of Optometry*
Master of Pharmacy - Pharmacology
Master of Pharmacy - Pharmaceutics
Master of Public Health
M.Sc. - Clinical Psychology
M.Sc. - Dietetics & Nutrition
M.Sc. - Yoga*
M.Sc. - Medical Lab Technology
M.Sc. - Medical Imaging Technology
M.Sc. - Environmental Science

NSHM Design School

B.Sc. - Fashion Design & Management
B.Sc. - Interior Designing
B.Sc. - Multimedia, Animation & Graphics
B.Sc. - VFX Film Making
M.Sc. - Fashion Management
M.Sc. - Animation & Graphic Design

NSHM Institute of Hotel & Tourism Management

B.Sc. - Culinary Science
B.Sc. - Hospitality & Hotel Administration
B.Sc. - Hospitality & Hotel Administration (Europe Internship)
BBA - Travel & Tourism Management
Bachelor of Hotel Management & Catering Technology
M.Sc. - Hospitality Management*
Master of Tourism & Travel Management*

*Hybrid Learning (Online + Offline) Blended Classes Option offered at Kolkata Campus.

**Approval awaited

Academic Partners



CBEL

Choice Based Extended Learning

CBEL is Choice Based Extended Learning (CBEL) which is an exciting design to bring NSHM learners across all programmes and levels (UG-to-PG) in a cohort of a CBEL programme, as per their choice. NSHM is one of the top education centres in India that offers 50+ CBEL programmes of 20-40 hours duration under 9 baskets.

The baskets are replete with curated multidisciplinary programmes of useful and productive learning beyond the programmes of study of a learner. Moreover, CBEL will be all about active learning and is intended to extend the joy of learning through engaging activities. The maximum a learner can choose per semester is 4 programmes and the minimum is 1 programme.





Choice Based Extended Learning

Business Management

Courses: Brand Management | Sustainable and Ethical Studies | Integrated Marketing Communication | Luxury Brand Management | Marketability of Indian Craftsmanship | Social Entrepreneurship | Managing Work Force Diversity | Logistics and International Supply Chain Management | Lateral Thinking using De Bono's Six Thinking Hats | Essentials of Entrepreneurship | Business Plan Formulation & Pitching

Communication & Creative Studies

Courses: Cinematography | Set Design | History of Art | Aesthetics | Sculpting | Event Management | Press & Public Relations | Product Photography | Design Thinking | Designing a Powerful Presentation | Effective Communication through Theatre | Music, Arts, and Acting Appreciation | Monetising Social Media

Health & Wellness Management

Courses: Economic Evaluation of Various Diseases | Legal Issues in Healthcare | Health Insurance Management | Ophthalmic Product Development | Self-practitioner Optometrist | Metrics for Public Health | Clinical Data Management | Health Data Analytics | Pharmacokinetics with Calculations | Pharmaceutical Product Development | Mental Wellness | Yoga for Resilient and Resonant Personality Development | Yoga for Health Management | Wellness through Sports and Fitness Management

IT & Analytics

Courses: Research and Data Analysis | Working with Data | Field-survey Project-based Qualitative Analysis of Data | Data Privacy in the Digital Business | Data Analytics with Excel Industry 4.0

Language & Linguistic Studies

Courses: French | German | Sanskrit for Beginners | Phonetics, Linguistics, and Literature Appreciation

Professionalism & Skill Enhancement

Courses: Image Development | Professional Attitude for Customer Service | Scientific Writing Designing Impactful Presence | Emotional Intelligence

Socio-cultural Studies

Courses: Universal Human Values | Indian Knowledge System: Introduction to Manuscriptology and Palaeography

Entrepreneurship

Courses: Organic Product Making - Farm and Non-farm

Hospitality Management

Courses: International Travel Formalities | Tourism Destination Management Customer Relationship Management in Tourism

Experiential Learning

The Centres of Excellence at NSHM Knowledge Campus are committed to the holistic development of its students by grooming talented professionals through unique programmes and initiatives.



CENTRE FOR CREATIVE & PERFORMING ARTS

Aangan is a creative platform where NSHMites learn and showcase their creativity. Aangan features both traditional and contemporary training programmes. A fresh basket of training programmes is offered in every semester by the trainers from various creative disciplines. Aangan works closely with the student community and clubs of NSHM.



CENTRE FOR INNOVATION & INCUBATION

Determined to provide team-designed, team-delivered, experience-based and community-based applied learning, NSHM has endeavoured to create this unique platform and has christened it as TAG. This centre inspires, motivates and cultivates the innate human curiosity to bring out the genius in our students, taking them ahead on the path of creation, innovation and entrepreneurship.





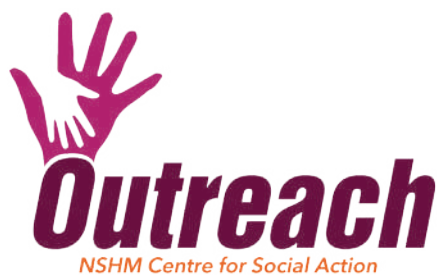
CENTRE FOR SPORTS & WELLNESS

UDAY aims at contributing to the personal, physical & psychological growth and well-being of students, creating a sporting environment in NSHM. With its state-of-the-art fitness training & gym facilities, UDAY organises regular fitness training programmes and also organises various sports activities and events round the year. The centre is also committed to nurturing young sporting talents through regular training camps and practice.



CENTRE FOR LANGUAGE AND COMMUNICATION

NSHM CLC ensures the development of people skills among its students so that they are able to connect with the industry and its people, thereby emerging as successful professionals. Apart from conducting regular English and business communication classes, the centre conducts regular evening classes on the English language, foreign languages & employability skills.



CENTRE FOR SOCIAL ACTION

Outreach is involved in contributing to social causes by mobilising student volunteers to participate in various outreach activities, often in collaboration with charitable organisations and NGOs. It is a platform through which students and individuals can connect with the society and its people.



A young man with curly hair and glasses, wearing headphones and a dark sweater, is operating a professional Sony video camera mounted on a tripod. He is in a studio environment with a red carpet floor and a colorful abstract backdrop. Studio lights are visible in the background.

NSHM Media School

Two of the fastest evolving disciplines are media and communication. A truly challenging career awaits students who graduate in any of these. This industry has always seen a healthy growth and is expected to log in even more numbers in the near and distant future. Both these disciplines challenge and invigorate students during their course as well as their job terms.

NSHM Media School offers a variety of MAKAUT (formerly WBUT) affiliated undergraduate and postgraduate courses in Media & Communication. NSHM Media School provides industry-integrated academics and real-life production environment in order to seamlessly blend classroom theories with hands-on exercises.

NSHM Media School boasts of state-of-the-art campus resources like art room, pattern labs, production labs and CAD lab, a shoot floor, iMAC editing lab, post production lab, audio recording & editing lab. NSHM Media School aims at training students for a lucrative career in Media & Communication.

Alumni



Dr. Amartya Saha
New Alipore College

Studying at NSHM was a unique experience. Every aspect of the course was designed to enhance and develop my skills. I got an opportunity to learn from great teachers who were there with me at every step of this wonderful journey.



Jaydeep Saha
New Indian Express

Abundance of positivity and encouragement from the faculty members describe best my years at NSHM. The theoretical and practical knowledge has made me a confident and capable professional.



Lahari Basu
Millennium Post

At NSHM, with theoretical and practical knowledge, there is also a strong emphasis on soft skills foundation which groomed me as a professional and prepared me for the corporate world. I will always be thankful to NSHM.



RJ Smriti
Friends FM

NSHM has inspired me in various aspects of my life and has taught me to strive for the best. This programme has built my confidence and has given a new direction in life.



Roli Vajpayee
Zomato

I will always be thankful to NSHM for helping me grow as a professional. My teachers supported me and always motivated me to achieve my goals. The modern infrastructure and the environment at NSHM made me industry-ready.

Alumni



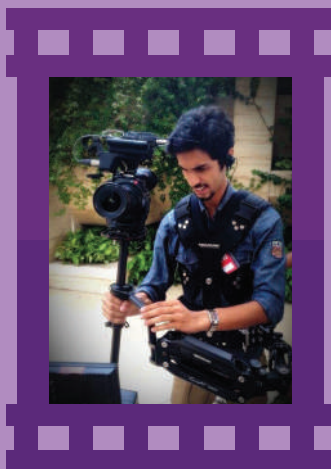
Samya Bhattacharya
NETFLIX

At NSHM we get early industry exposure and an opportunity to learn from industry experts and hone our skills. From the amazing campus to a shoot floor, it has all the requisites to shape you into a perfect media professional.



Somdatta Chatterjee
Ogilvy

The industry integrated curriculum along with an opportunity to learn from industry experts really helped me hone my skills. The academics and the extra-curricular activities ensured overall development.



Sreenjoy Dey
Colours

NSHM will always be special to me. This is the place where I discovered my potential and also gained immense self-confidence. The encouragement of the teachers and their constant support helped me believe in myself.



Tamal Saha
Times Now

I owe my achievements to the placement cell and teachers of NSHM. The placement cell helped me start my career in one of the top companies in India. NSHM is the ideal place for all aspiring media professionals.



Sreetama Karmakar
AICL Communications

The support and the mentorship of the teachers kept me motivated. The modern infrastructure and the programme trained me to become a successful and efficient professional. I am proud to have been associated with NSHM.

Media

B.Sc. - Media Science

B.Sc. - Film & Television

M.Sc. - Media Science

M.Sc. - Film & Television



Programme Structure

B.Sc. - Media Science

First Semester

Academic Curriculum	NSHM Value Added Curriculum
Introduction to Media and Mass Communication Introduction to Photography and Design I Introduction to Photography and Design I- Practical Anyone from GE Basket English Grammar and Literature	1. Excel, Word & Power Point Training 2. Visit to a Media House 3. Field Research Project 4. AV Camera Handling

Second Semester

Academic Curriculum	NSHM Value Added Curriculum
Introduction to Journalism 1- Print and New Media Introduction to Photography and Design II Introduction to Journalism 1- Print and New Media-Practical Introduction to Photography and Design II- Practical Anyone from GE Basket Overview of World and Indian History	1. Visit to a Media Facility 2. Y Times Publication 3. Radio Jockeying & Radio Production 4. Web Journalism

Third Semester

Academic Curriculum	NSHM Value Added Curriculum
Introduction to Film Studies- In Current Perspective Introduction to Consumer Behaviour, Marketing & Advertising Journalism 2-Electronic Media Introduction to Film Studies- In Current Perspective- Practical Introduction to Consumer Behaviour, Marketing and Advertising- Practical Journalism 2- Electronic Media-Practical Anyone from GE Basket Current Affairs in Political and Economic Perspective	1. News Writing for Print & TV News 2. Product Photography 3. Film Appreciation

Fourth Semester

Academic Curriculum	NSHM Value Added Curriculum
Film Studies II Public Relations, Corporate Communication, and Social Media Management Digital Media and its Marketing Film Studies II-Practical Public Relations, Corporate Communication, and Social Media Management- Practical Digital Media and its Marketing Anyone from GE Basket Personality Development and Soft Skills	1. Organising An Event 2. Google Adword Workshop 3. Travel Photography Project

Programme Structure

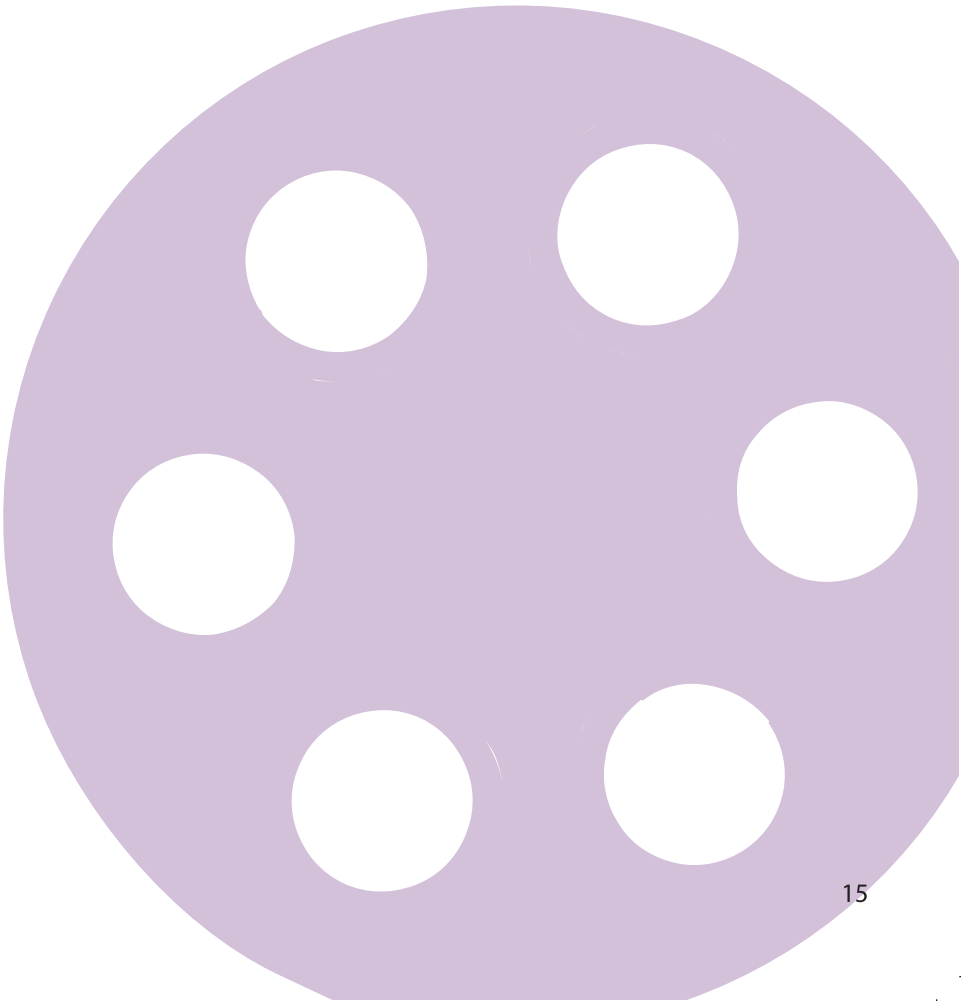
B.Sc. - Media Science

Fifth Semester

Academic Curriculum	NSHM Value Added Curriculum
Media Management and Entrepreneurship Communication Research and Data Analysis Media Management and Entrepreneurship- Practical Communication Research and Data Analysis-Practical	1. Cinema & Art of Story Telling 2. Basics of Video Editing 3. Landscape Photography 4. Radio Documentary/Drama 5. Short Film Making 6. Writing for OTT 7. Copywriting Techniques 8. 20 Second TVC 9. Organising an Event

Sixth Semester

Academic Curriculum	NSHM Value Added Curriculum
Environment and Development Communication New Media Products and Related Software Programmes Environment and Development Communication-Practical New Media Products and Related Software Programmes	1. Documentary Film 2. Brand Campaign 3. Product Launch 4. Y Times 5. Short Film 6. Digital & Social Media Marketing



Programme Structure

B.Sc. - Film & Television

First Semester

Academic Curriculum	NSHM Value Added Curriculum
Fundamentals of Motion Picture Image Production –Still & Video Students will have to choose from the GE Basket English Communication	1. Documentary Film History - I British Documentary, Romanticism, Kino-Pravda 2.Basics of Microsoft Office

Second Semester

Academic Curriculum	NSHM Value Added Curriculum
Genesis of Cinema and Pre-War (WWII) Film Movements Advanced Image Production – Still & Video Students will have to choose from the GE Basket Environmental Science	1. Documentary Film History - II Cinéma-vérité, Modern Documentary, Hybrid Styles 2.Basics of Advertising - I

Third Semester

Academic Curriculum	NSHM Value Added Curriculum
Introduction to Television European and American Cinema Script Writing Students will have to choose from the GE Basket IT Skills	1. Production Design - I Basic Theory & Practical 2.Basics of Advertising - II

Fourth Semester

Academic Curriculum	NSHM Value Added Curriculum
Indian & Hindi Popular Cinema Sound in Cinema Post-Production Students will have to choose from the GE Basket Personality Development	1. Production Design - II Indoor & Outdoor Location Logistics 2.Introduction to Film Performance Acting Workshops by Industry Expert



Cont.

Programme Structure

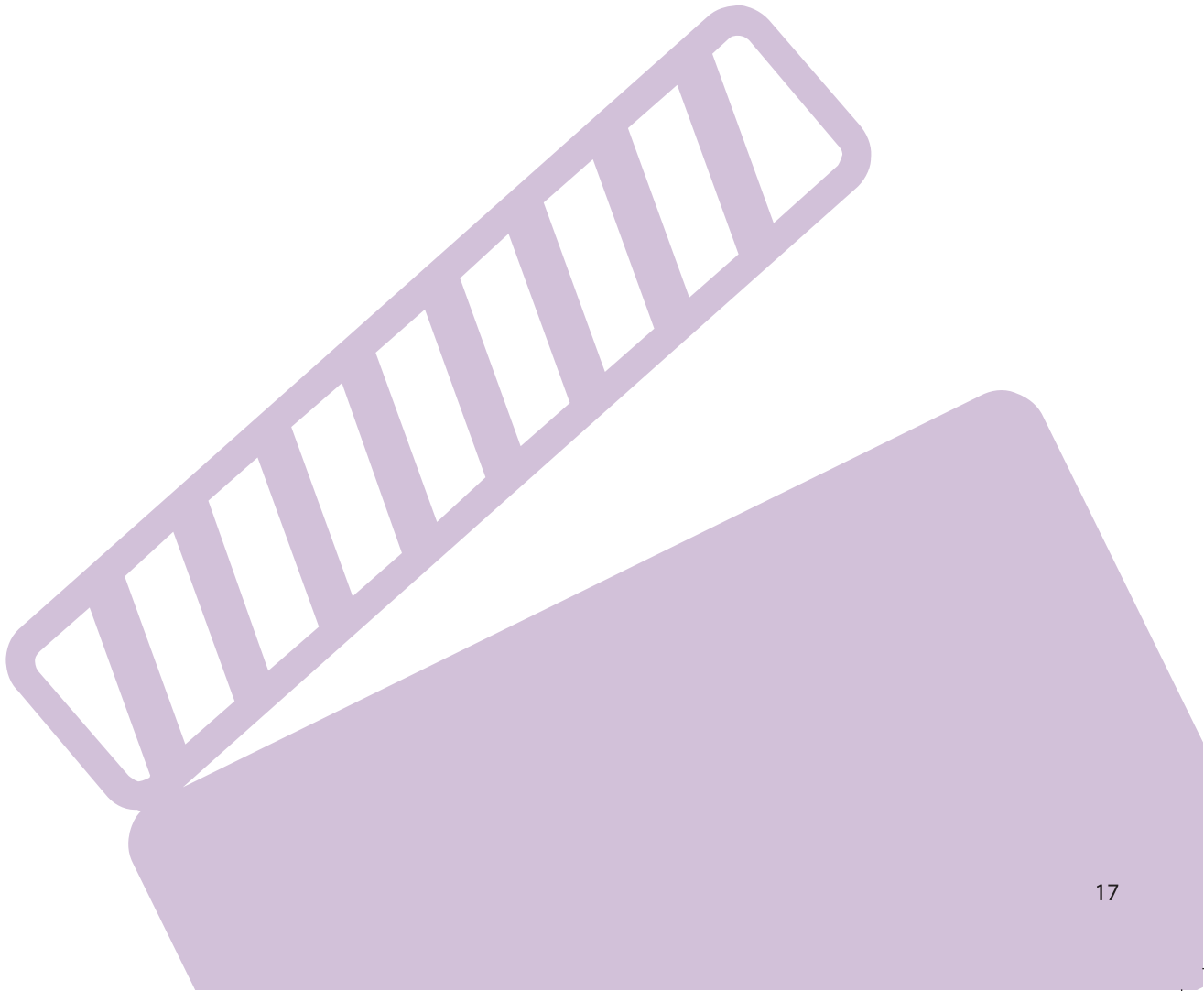
B.Sc. - Film & Television

Fifth Semester

Academic Curriculum	NSHM Value Added Curriculum
Asian and African Cinema Television Production Aspects of Film Production Trends and Technology in Film & Television (will include overview of Media Business, Pitching for Funds, Distribution, Marketing, etc.) Advanced Practical Film Making (Fiction) Advanced Practical Film Making (Non-fiction)	1. Production Design - III Mock Set-Up & Shooting Practice 2.Introduction to Hair and Make-Up Character Look Test Workshops by Industry Expert

Sixth Semester

Academic Curriculum	NSHM Value Added Curriculum
Latin American Cinema Post Production Techniques - Sound, Colour Correction & VFX Making of a TV Commercial Making a Music Video Major Project Industry Internship	1. Production Design - IV Live Set Exposure under Industry Expert 2.Making a Music Video Group, Competition & Social Media Promotion



Programme Structure

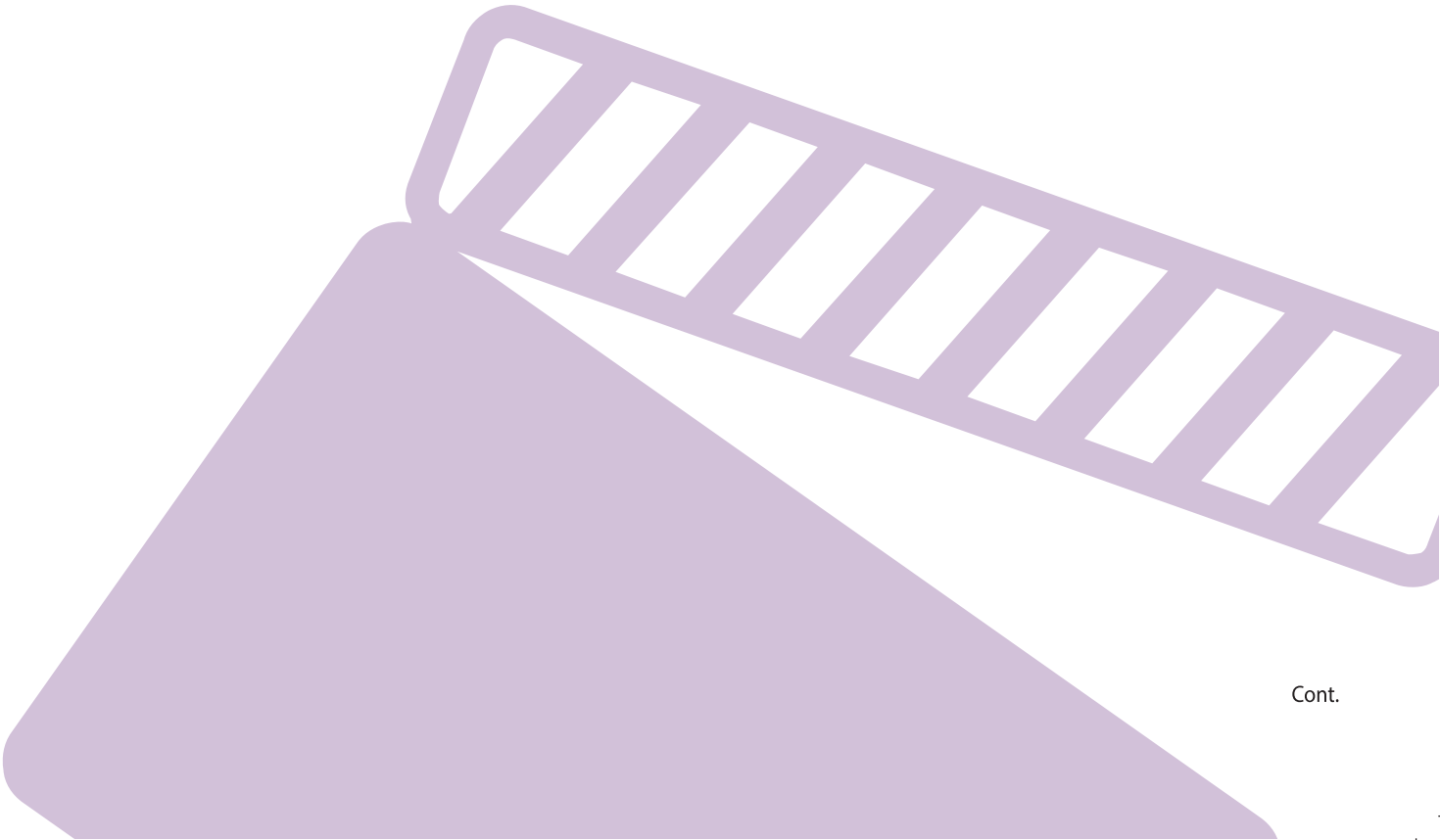
M.Sc. - Media Science

First Semester

Academic Curriculum	NSHM Value Added Curriculum
Mass Media and Communication Understanding Media in Historical Perspective Introduction to Journalism Indian Constitution, Media Laws and Ethics Introduction to Advertising and Public Relations Introduction to Visual Language: Photography & Videography Still Photography & Videography Lab Lifestyle Management Skills: Advanced Soft Skills, Theatre Workshop Basic Media Software (Lab)	1. Theatre Workshop 2. Word, Excel, Power Point Training 3.1 Event 4. Industry Visit to a Media Facility

Second Semester

Academic Curriculum	NSHM Value Added Curriculum
Development & Environmental Communications Folk, Traditional & Popular Media of India Film Theory and Practice Applications of Information Technology in Media New Media & Cyber Technology Writing, Editing Practicals: Publishing a Newsletter Advanced Multimedia Software Lab: Digital Filmmaking Lab Summer Internship	1. Y Times Publication 2. Field Study Tour for Documentation 3. Folk & Traditional Media Event 4. Google Ad Word Workshop



Programme Structure

M.Sc. - Media Science

Third Semester

Academic Curriculum	NSHM Value Added Curriculum
<p>Print and Cyber Media</p> <p>Management Principles and Media Business</p> <p>Communication Research</p> <p>Advanced Print Journalism & Photo Journalism</p> <p>Cyber Journalism</p> <p>Print Practical including Photo Journalism: Publishing a Tabloid/Newspaper</p> <p>Conducting A Media Research Related to Print or Cyber Media</p> <p>Web Journalism Practicals: Creating an Interactive Web Page using Dreamweaver</p>	<p>1. Y Times</p> <p>2. Y Blog</p> <p>3. Production of a News Talk Show</p> <p>4. News Reel Production</p> <p>5. 2D Animation Film</p> <p>6. Radio Drama Production</p> <p>7. 1 Minute Mobile Film Making</p> <p>8. 5 Min Corporate Film</p> <p>9. 30 Seconds Ad Film Making</p>
<p>Electronic & Entertainment Media (Radio & Television)</p> <p>Management Principles and Media Business</p> <p>Communication Research</p> <p>Radio: Theory & Practice</p> <p>Television Journalism</p> <p>Production of a Studio-based Television Programme using a Multi-Camera Set-up</p> <p>Conducting a Media Research Related to Television or Radio</p> <p>Production of a Radio Drama/Documentary</p>	
<p>Multimedia & Visual Communication: Graphics & Animation</p> <p>Management Principles and Media Business</p> <p>Research on Visualisation & Design Strategies</p> <p>Graphic Design Principles, Typography & Layout</p> <p>Principles, Styles and History of Animation</p> <p>Design Software Lab: Designing Invitation Cards, Brochures, Book Covers</p> <p>Animation Software Lab: Making a One Minute 2D Animation Film</p> <p>Video/Composting Lab</p>	
<p>Marketing Communication: Advertising, PR & Event</p> <p>Management Principles and Media Business</p> <p>Research on Copywriting & Visualisation Strategies</p> <p>Marketing Fundamentals & Corporate Communications</p> <p>Consumer Behaviour & Brand Management</p> <p>Publicity For An Event; Preparing Press Kit; Organising a Press Conference</p> <p>Comprehensive Multimedia Ad Campaign</p> <p>Corporate Film Making</p>	

Programme Structure

M.Sc. - Media Science

Fourth Semester

Academic Curriculum	NSHM Value Added Curriculum
<p>Print and Cyber Media Comparative Media Studies Live Project Dissertation & Viva Opening A Website & Content Creation Internship</p> <p>Electronic & Entertainment Media (Radio & Television) Paper Comparative Media Studies Live Project Dissertation & Viva Production Of A Television News Bulletin Internship</p> <p>Multimedia & Visual Communication: Graphics & Animation Advanced Animation Techniques Live Project: Developing Corporate Identity Through Logo & Corporate Stationery Dissertation & Viva Production of a TVC with Animation Internship</p> <p>Marketing Communication: Advertising, PR & Event Principles of Event Management Live Event Project Dissertation & Viva Planning and Executing an Exhibition Internship</p>	<div><div><div>1. Coastal Journalism</div><div>2. Development Journalism</div><div>3. Culture and Heritage Production</div><div>4. Animation TVC</div><div>5. Event Exhibition</div><div>6. 20 Sec Social TVC</div><div>7. Social Campaign of NGO</div><div>8. Multi-cam Set-up TV Show</div><div>9. News Bulletin Production 15 Mins</div></div></div>

Programme Structure

M.Sc. - Film & Television

First Semester

Academic Curriculum	NSHM Value Added Curriculum
Introduction to Digital Short Film Making Basics of Direction and Visual Language Scriptwriting & Storyboarding Videography & Lighting - I Film As Cultural Practice -I Writing Script for a Short Film Camera Handling Workshop	1. Production Design - I Basic Theory & Practical 2. Documentary Film History - I British Documentary, Romanticism, Kino-Pravda

Second Semester

Academic Curriculum	NSHM Value Added Curriculum
Production Design Videography & Lighting - II Audiography & Sound Design Video Editing - I Film as Cultural Practice -II Production Design and Making of Silent Film Recording Sound for Film	1. Production Design - II Indoor & Outdoor Location Logistics 2. Documentary Film History - II Cinéma-vérité, Modern Documentary, Hybrid Styles

Third Semester

Academic Curriculum	NSHM Value Added Curriculum
Web Series Documentary Film Making Film as Cultural Practice - III Video Editing - II Post Production Techniques Acting and Directing Workshop Industry Internship	1. Production Design - III Mock Set-Up & Shooting Practice 2. Introduction to Hair & Make-Up Character Look Test Workshops by Industry Expert

Fourth Semester

Academic Curriculum	NSHM Value Added Curriculum
Marketing for Film Film As Cultural Practice - IV Pitching/Presentation For Film Project 1 : Making a Non-fiction Project 2 : Making a Fiction	1. Production Design - IV Live Set Exposure under Industry Expert 2. Advanced Make-Up Effects Face and Body Prosthetics Workshops by Industry Expert

Career Directions

Here's a brief snapshot of what the world of media has to offer

Journalism

News Reporter
Editor
Editorial Assistant
Feature Writer
Columnist
Press Photographer
Lexicographer
Proof Reader
Publishing Rights Manager
Print Production Planner
Commissioning Editor

Radio

Radio Jockey
Programming Associate
Radio Journalist
News Editor
Operations Manager
Radio Producer
Traffic Manager
Promotions Coordinator
Radio Engineer
Broadcast Assistant

Film & Television

Actor
Director
Assistant Director
Editor
Producer
Production Manager
Cinematographer
Screenwriter
Casting Associate
Set Decorator
Sound Designer
Special Effects Artist

Digital

Content Writer
Web Designer
Art Director
Interaction Designer
Social Media Manager
SEO Executive
Technical Architect
User Experience Manager
Front End Developer
Account Executive
Content Editor
Content Developer
SEO Writer
Digital Marketing Manager

Publishing

Publishing Director
Commissioning Editor
Pre-Press Technician
Cover Designer
Lexicographer
Sub-Editor
Print Production Planner
Publishing Rights Manager
Photo Researcher

Public Relations

Publicist
Media Relations Manager
Internal Communications Specialist
Corporate Spokesperson
Media Coordinator
Public Affairs Officer
Lobbyist
Press Agent
Communications Planner
Research Assistant

Corporate Communication

Human Resources Manager
Applied Communications Manager
Organisational Communications Specialist
Public Relations Manager
Media Relations Manager
Director of Public Affairs
Communications Director
Content Writer
Copy Editor

Advertising

Copywriter
Visualiser
Illustrator
Client Servicing Executive
Strategic Planner
New Business Manager
Media Planner
Market Researcher
Studio Specialist
Production Manager

Placements & Internships

Internships and placements are our forte. From our first batch till today, NSHM Media School pass-outs have received placements in the best of companies and many of them have already reached enviable positions in the industry. Today, NSHM Media School alumni are working in all major brands across the country and abroad. The placement cell works round the year to create internship and placement opportunities for its candidates in media and allied industries.

The logo for genesis bcw, with 'genesis' in green and 'bcw' in blue.The logo for DNA, with 'DNA' in white text on a blue and orange background.The logo for HEADLINES TODAY, with 'HEADLINES' in white on a blue background and 'TODAY' in white on a red background.The logo for আনন্দবাজার পত্রিকা (Anandabazar Patrika), featuring the name in Bengali script.The logo for THE TIMES OF INDIA, with the text in a serif font.The logo for HT Hindustan Times, with 'HT' in a blue circle and 'Hindustan Times' in a serif font.The logo for colors viacom18, with 'colors' in white on a red background and 'viacom18' in white on a black background.The logo for WUNDERMAN THOMPSON, with a blue plus sign and the text 'WUNDERMAN THOMPSON' in blue.The logo for superhits RED FM 93.5 Bazaarte Rahe!, with 'superhits' in small text, 'RED' in large red letters, 'FM 93.5' in white, and 'Bazaarte Rahe!' in a script font.The logo for BBDO, with the text in a bold, red, sans-serif font.The logo for Ogilvy, with the text in a red, serif font.The logo for Leo Burnett, with the text in a black, script font.The logo for The Telegraph Unputdownable, with 'The Telegraph' in a serif font and 'Unputdownable' in a smaller, sans-serif font.The logo for mid-day, with 'mid-day' in a blue, sans-serif font.The logo for zomato, with the text in a red, sans-serif font.

Faculties



Prof. Amartya Banerjee
Director



Dr. Sudipta Roy Chowdhury
PR, CC & Research



Prof. Debanjan Banerjee
Journalism, Media Law & Ethics, Research



Prof. Sharad Seth
Electronic Media & Journalism



Prof. Kunal Choudhury
Film, Television & Production



Prof. Suman Bandhopadhyay
Photography



Prof. Arindam Bhattacharjee
Videography & Films



Prof. Shayantan Roy
Film Theories



Prof. Anisha Ray
Mass Comm.



Prof. Projit Sarkar
Advertising & Brand Management



Mr. Rakesh Bagui
Technical Assistant



Mr. Maqsood Alam
Technical Assistant



Mr. Anwar Ali
Technical Assistant



Ms. Sriparna Dhar
Radio Station Incharge



Mr. Sudipta Das
Programme Manager/
Producer

Events & Activities



Y Comm

Y Comm is the annual communication fest which features competitions like Vastra Mode (fashion show), Bolly Beats, street dancing, solo singing and many others. Renowned colleges of the city participated in the event.

Y Step-up

School of Media & Communication celebrated their pre-graduation night.



Y FM turns 10

The community radio's stellar 5-year run was celebrated amidst much fanfare in the presence of a galaxy of professionals. Serving its purpose as community radio, Y FM has hosted a lot of social awareness programmes and will continue to do so.



Y Factor

NSHM School of Media & Communication hosted Y Factor - the annual media seminar. It is the flagship event of NSMC where stalwarts from the media and entertainment industry come together for a panel discussion on a burning issue of our times.

Y Talk

A special panel discussion was held with prominent names of Indian cricket, speaking on subjects ranging from cricket to lots more.



Film Promotion

Director Srijit Mukherji along with actors Arjun Chakraborty, Shruti Das & Madhurima Basak during the promotion of their film X=Prem.



Masterclass

Kheyali Dastidar, famous actress, writer, TV show personality, internet face, and social media star shares an interesting interactive session with the students.

Sandbox Festival 2022

Chief Mentor Mr. Cecil Antony handing over a trophy to the winning team “Turn Back Cave” in the Battle of Bands Competition in Sandbox Festival 2022.



Masterclass

Multiple National Award winner Actor-Director, Kaushik Ganguly getting felicitated by Prof. Amartya Banerjee during his visit to NSHM Kolkata Campus.



Fest 2022

Multitalented Actor and Director Parambrata Chattopadhyay interacting with Students during college festival at NSHM Kolkata Campus.

Film Promotion

Eminent actress Tapsee Pannu along with co-actor Pavail Gulati interacted with the students of NSHM, Kolkata during the promotion of her film Dobaaraa.





Workshop

Varanasi Junction casts and director visits NSHM Knowledge Campus during their web series promotion and interacted with the students and shared insights about the film production knowledge.

Masterclass

The eminent director Mr. Atanu Ghosh visited NSHM Knowledge Campus for film promotion Aro Ek Prithibi and also conducted the masterclass with the students.



Interactive Session

The talented actor Mr. Saheb Bhattacharjee visited NSHM and had an explicit interactive session with the students.