



VISHWAKARMA
UNIVERSITY

Maximising Human Potential

University Grants Commission (UGC) Approved State Private University

MEDIA AND COMMUNICATION

MAXIMISING
HUMAN
POTENTIAL





ABOUT US

Vishwakarma University, Pune (VU) is a natural offshoot of the Vishwakarma Group of Institutions' educational legacy spanning more than 38 years. Being approved by University Grants Commission (UGC), Government of Maharashtra, Association of Indian Universities (AIU) and respective Council of India, VU is authorized to design and implement curriculum, conduct examinations and award degrees which are at par with National and International Universities.

The University focuses on academic excellence, positively impacting the student community and the society at large. The learning model at Vishwakarma University is the combination of knowing, practicing, performing, and reflecting. The "learning by doing" approach practiced through industry participation provides an opportunity for practical and pragmatic learning to students.

The programmes offered at VU are well designed based on methodical study and assessment with emphasis on knowledge integration, practical orientation, universal relevance and its social significance. Through contemporary curriculum and ecosystem of holistic development, the University aims to prepare learners for fulfilling career paths.

STREAMS AT VU

- Faculty of Art and Design
- Faculty of Architecture
- Faculty of Commerce & Management
- Faculty of Humanities and Social Science
- Faculty of Interdisciplinary Studies
- Faculty of Law
- Faculty of Media and Communication
- Faculty of Pharmacy
- Faculty of Science & Technology




3000+
Students Mix



300+
Expert Faculty



100+
Collaborations



40+
Programmes



20+
Nationalities

VU ADVANTAGE

Robust Academic Framework

- + Choice Based Credit System (CBCS)
- + Outcome Based Education (OBE)
- + Employability Enhancement Inputs
- + Innovative Pedagogy and Assessment

Vibrant Learning Ecosystem

- + Interdisciplinary Approach
- + Experiential & Blended Learning
- + Industry Projects
- + Concurrent Evaluation

Global Approach to Education

- + MoUs with Foreign Universities
- + International Projects and Assignments
- + Inculcating Global Mindset in Students
- + Global Internships and Placements

At VU students pursue their academic goals in an environment designed to inspire, support, and empower them. Through rigorous teaching-learning, research, innovation, exposures, insights and practice VU aims to prepare students for life and livelihood.

KEY HIGHLIGHTS



Contemporary Curriculum



Research & Innovation



Rich Library Resource



Cutting Edge-Technology



Co-Curricular Activities



Major-Minor Options

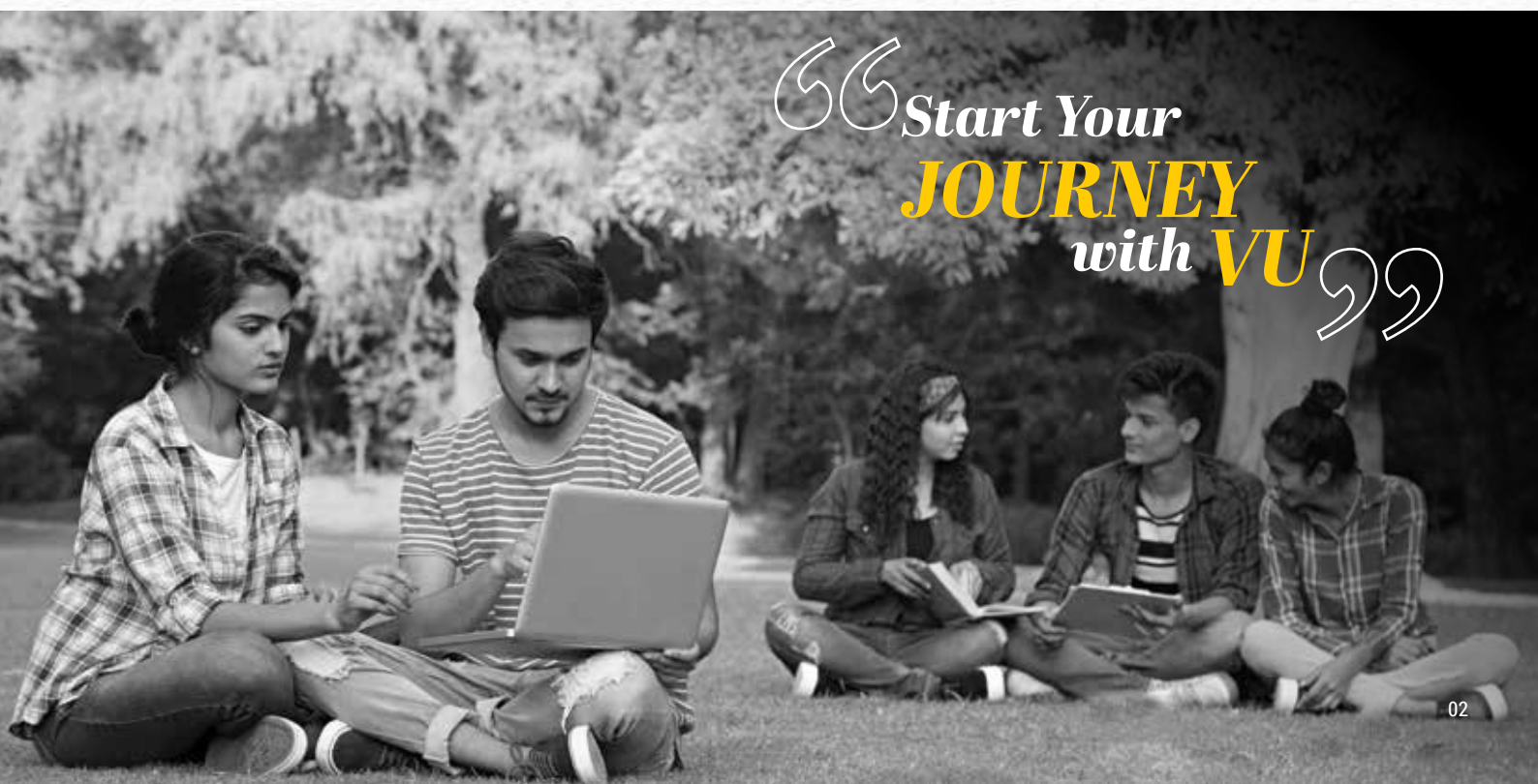


Student Exchange Programme



Professional Mentoring

“Start Your
JOURNEY
with VU”



“Telling **Stories** with an **IMPACT**”



FACULTY OF MEDIA AND COMMUNICATION



“Communicate Beyond Borders”

We at Faculty of Media and Communication offer students unimaginable opportunities and empower them to create rewarding careers in ever-growing verticals of the creative and service industry. Students are equipped with the practical knowledge and essential skills required for working in the fields of media, news, advertising, and entertainment. Students enhance creative & aesthetic abilities, visualization power and gain understanding from conception to application to final production through real-time experiences.

Key Highlights:

- + Enriched Programme Structure
- + Well Equipped AV Studio
- + Industry Partner Faculties
- + Internships, Visits, Festivals
- + Centre of Communication for Development (VUCCD)

Eligibility

BA (Journalism & Mass Communication) Bachelor of Arts

Passed 12th (10+2) with English as a passing subject.
Or 3 years Diploma or equivalent qualification from a recognized Board.

MA (Journalism & Mass Communication) Master of Arts

Passed Bachelor's Degree in any faculty from any recognized University or its equivalent examination with 45% marks (40% in case of reserve category). Preference will be given to Journalism as a special subject.

Career Opportunities

Journalism & Mass Communication : News Reporters, Sub-editor with newspapers/agencies/magazines, TV Anchor or News Reader, Corporate Communications Executive, Scriptwriter, Public Relations Executive, Short Film & Documentary Makers, Advertising Copywriter, Advertising Account Planner.

Film Making & VFX: Corporate filmmaker, Motion Graphics Artist, Roto Artist, Paint Artist, 2D Animator/3D Animator, Junior Composer/Prep Artist/VFX Generalist/Shading Artist, Modeling Artist/Lighting Artist Match Mover/Layout Artist, Dynamics Artist.

“**A FUTURE**
to look Forward”

1000+
DIVERSE INDUSTRY
LINKAGES

800+
STUDENT PROJECTS
& INTERNSHIPS

500+
ESTEEMED CAMPUS
RECRUITERS

PLACEMENT AND CAREER PROGRESSION



Career Support Office (CSO) division plays a pivotal role in counselling and guiding the students for their successful career. It's been forefronting the activity of bringing corporate to the campus and encouraging them to establish connect with the students. It aims to provide job and Internship opportunities to all the students. CSO organizes several activities to mould the students to meet the industry requirements. It believes in imparting comprehensive training to the students to face the challenges of the dynamic job market and to build a successful career for themselves.

Some of our Campus Recruiters



TESTIMONIALS

Alumni Talk



I would recommend VU and would encourage students to study hard and inform themselves as much as possible about the several academic opportunities the University offers. VU takes the educational mission to heart, here you will find people who will support you and guide you on the path to your degree.



I would consider VU as my second home. I have built great relationships with my classmates, teachers, and staff. It has been an amazing experience for me that has helped me grow personally and professionally at VU.



Parent Talk



We, as the parents always look for the best place to study for our child which has the potential to guide in the professional manner. VU has very professional approach in all aspects. They constantly try to bridge the gap between the education & industry by implementing various activities. Experience with VU is satisfying



As parents we have always appreciated the personal touch by VU through regular parent meets and events. VU is an excellent place for students who want to study industry driven curriculum. Winter and summer internship projects gave my daughter an experience of corporate culture. We would like to thank VU for their timely support and for creating good learning ecosystem.

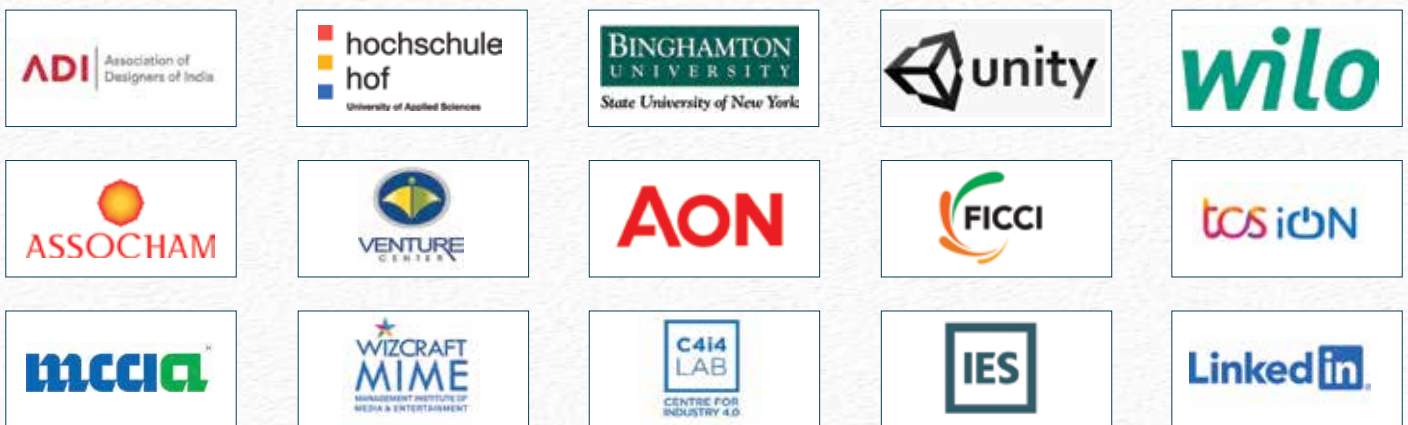




CENTRES OF EXCELLENCE

- + Design Thinking & Innovation in collaboration with the State University of New York at Binghamton
- + Water Quality in collaboration with Wilo
- + Energy and Sustainability
- + Centre for E-Learning
- + Centre of Communication for Development
- + Media, Entertainment, Events and Tourism in collaboration with Wizcraft
- + Biosystems, Biomedical and Drug Delivery Technologies
- + Emerging Digital Grid and E-Mobility
- + Centre for Industry 4.0
- + VU - IQUBE
- + Unity Centre of Excellence
- + Innovation in Built Environment and Research Generation- i-BERG

OUR ASSOCIATIONS & COLLABORATIONS



RANKING

Vishwakarma University, welcomes students from around the globe, expanding our academic offerings and geographic reach, and celebrating significant milestones in diversity, rankings, and successful outcomes. VU enjoys high standing among many national rating services that evaluate quality of education, research activity, affordability and excellence in education. These rankings recognize not only VU as a whole, but also the faculty and departments. Vishwakarma University, Pune is proud to be recognized by the organizations and publications listed below for excellence in education.



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ADMISSIONS OFFICE

Vishwakarma University, Pune

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LOCATE US

