



University Department of Extension & Communication

**Welcomes You ALL
to the Academic Year 2020-21**

**Shreemati Nathibai Damodar Thackersey
Women's University, Juhu Campus,
Mumbai**



Programmes @ UDEC (Established in 1980)

- Certificate/ Short term courses
- Post graduate Diplomas
(PGDCM-1994 & PGDMC- 2018)
- **Master Degrees
(MSc EC-1980 & MAMC-2016)**
- Doctorate / Ph. D



TEACHERS @ the Department

- In-house Faculty
- Visiting Faculty
- Subject Experts & Mentors
- Dissertation External Guides
- Guest Lectures by Professionals



Eligibility– Minimum 45%

M.A. Media & Communication- Any Graduates

M.Sc. Extension & Communication- BSc Home

Science with any specialization, BSc Composite/General Home Science, BA in Home Economics/Home Science, BSc family and community sciences/Human Ecology and Community Sciences, B.Sc. Agriculture/forestry/ horticulture/ Botany, BSc Home Economics, Bachelor's degree in Social Work, Arts, Management, MCJ, Mass Media.



Fees for 2 Years
INR 85,000

Curriculum: M.A. Media & Communication

SEMESTER-1	SEMESTER-2
Understanding Communication Introduction to Mass Media Audio Production Journalistic Writing Visual Communication	Research Methods & Statistics Media & Society Introduction to New Media Writing for Advertising Elective
SEMESTER-3	SEMESTER-4
Communication Research Advertising & Public Relations Media Law & Ethics Trends in Mass Communication Elective	Media Management Dissertation/Film Project Internship



Career Prospects- Media



**Aparna
Acharekar**
Programming
Head- Zee5



**Bijal
Vachchrajani**
Author & Editor,
Pratham Books



Hina Sharma
Faculty- Mass
Comm
SNDT Malad



Curriculum: M.Sc. Extension & Communication

SEMESTER-1

Socio-economic Environment of India
Development Planning & Administration
Understanding Communication
Community Organization & Leadership
Media Production I
Field Work I (Pr.)

SEMESTER-2

Research Methodology and Statistics I
Media Production II
Gender & Development
Training and Development
Field Work II (Pr.)
Elective I

SEMESTER-3

Research Methodology and Statistics II
Management of Human Service
Organisations
Life Long Learning
Scientific Writing
Community Health & Recreation
Elective II

SEMESTER-4

Seminar- Recent Advances in EE
Sustainable Development
Dissertation
Internship

Fees for 2 Years

INR 44,000



Career Prospects- Extension



Heenu Singh
Regional Head-
North
Child Line India
Foundation



**Rashmi Ojha
Pandey**
Executive Officer
IASSW



**Vipra
Banerjee**
Head, DMCE
SVT College



Reach Us.....

- **Email:** extensionedu@sndt.ac.in
- **Blog:** <http://sndtwu-udee.blogspot.in/>
- **Admission:** www.sndt.digitaluniversity.ac
- **Facebook Page:**
<https://www.facebook.com/sndtudee>
- **MSc EE Alumni Group on Facebook:**
<https://www.facebook.com/groups/MSC EE/>
- **Media Alumni Group in Facebook:**
<https://www.facebook.com/groups/sndtpgmedia/>