

RSET's



Deviprasad Goenka
management college of media studies
INDIA'S PREMIER MEDIA SCHOOL

DGMC

ADMISSION POLICY

AY : 2021-2022



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Document Control and Revision History

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The Guidelines

This handbook provides information about the admission Policy for all courses at DGMC. These are guidelines about the Admission Process followed at DGMC. It is expected that the guidelines are read very carefully and adhered to build up the spirit of partnership and trust with the institute.

Note: Writ Petition No.1726 of 2001 filed by St. Xavier's V/S University of Mumbai stating that there will no reservation for the reserve category in admissions to Minority Education Institutions.

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DGMC

About RSET

RSET is a registered public charitable trust was established in 1948 at Malad, Mumbai. It began its foray into education with just three girl students, and today boasts of an all-inclusive campus that sprawls across two acres of land with a well-equipped playground. With an aim to promote various educational, charitable and social activities, the trust has pioneered in providing educational opportunities to various sections of society.

For this purpose, the trust also provides financial assistance to those in need to gain medical assistance with the help of Trivenidevi Deora Chikitsa Sahayata Kosh, as well as, offers freeship and scholarship to meritorious students and those who have a financial need to pursue their education. As a result, during the last seven decades and more, the trust has played a vital role in promoting and providing better education from primary to post graduation in the fields of Commerce, Management, Information Technology and Media Studies. Currently, over 16,000 students are being educated in various educational institutions run by the trust.

About DGMC:

DGMC is a premier media and communications institute with a state-of-the-art infrastructure, where students, researchers and media professionals interact to facilitate dynamic career paths. It is supported by its parent body RSET which has been in the field of education for 72 years. DGMC provides courses on Communication and Filmmaking at undergraduate and postgraduate levels. It offers autonomous Post Graduate Programs (PGP) in various verticals of media. These are namely Integrated Marketing, Advertising and Communications; Event Management; Film Making; Sports Marketing and Management; Game Marketing and Management. It also runs a PGDM program in Media and Communication approved by the AICTE.

Vision

- To promote creativity and entrepreneurship through pedagogy in the kaleidoscopic world of media and communications.
- To encourage an interdisciplinary approach to understanding media and communications, locally and globally.
- To stress on the importance of imparting social responsibility and high moral and ethical values among students.

Mission

- To create a pedagogical milestone by nurturing scholastic abilities in the arena of teaching, learning and research.
- To be a beacon for all in the field of media and communications by creating a rich and an intellectually challenging academic environment.
- To train young professionals by inculcating sensitivity, encouraging intersectional approaches to media and management and diversifying entrepreneurial visions with the help of industry experts.

Courses Offered at DGMC :

University of Mumbai - Courses

Master of Arts – Communication and Journalism : (MA-CJ)

Master of Arts – Film Television & New Media Production : (MA-FTNMP)

Bachelor of Arts – Multimedia & Mass Communication : (BA-MMC)

Bachelor of Arts - Film Television & New Media Production : (BA-FTNMP)

DGMC Autonomous – Courses

Post Graduate Program : (PGP)

- a. PGP in Integrated Marketing, Advertising & Communication (IMA&C)
- b. PGP in Event Management (EM)
- c. PGP in Film Making (FM)
- d. PGP in Sports Marketing & Management (SM&M)
- e. PGP in Game Design & Management (GD&M)

Short Term Courses : (STC)

a. Spec. Courses

- I. Certificate Course in Graphics and Web design
- II. Certificate course in Audio Video & Editing
- III. Certificate course in 3D Architecture & Interior Designing
- IV. Certificate course in Advance 3D, Animation with Maya
- V. Certificate course in Augmented & Virtual Reality
- VI. Certificate course in Art Direction
- VII. Certificate course in health Journalism
- VIII. Certificate course in Multimedia Journalism
- IX. Certificate course in Broadcast Journalism
- X. Certificate course in MOJO Journalism / Digital Story Telling
- XI. Certificate course in Data Journalism

b. Diploma Courses : (DC)

- I. Advance Content Creation
- II. Multimedia & Animation
- III. Production Design

Program Details

1. University of Mumbai Affiliated Programs

1.1 Master of Arts – Communication and Journalism : (MA CJ)

MACJ is a two year-duration degree programme for candidates who wish to build their career in the field of journalism, mass communication, advertising, film and public relation. Post successful completion of the course, candidates will be able to develop and refine their skills of gathering, transmitting, and delivering information to a large audience.

Eligibility*:

No candidate shall be eligible to register for the program/ courses if he/she is already registered for any full-time program of study in the University or in any other University/Institution.

Students who have passed a Bachelor's course from any discipline/faculty of a recognised (by UGC-DE Council or any other competent body appointed for the said purpose by the due authority) university in India, or the degree from any foreign university, which has been approved by UGC/Association of Indian Universities and is considered equivalent and at par with Indian degrees. In case of more applications are received than the sanctioned strength then Merit-Wise entrance test will be the criteria for selection. Reservations as per University rules will be applicable.

Intake: 60

Duration: 2 Years Full Time Program

Admission Process :

- I. Students must register online on University of Mumbai website: mum.digitaluniversity.ac, select 'Deviprasad Goenka Management College of Media Studies' for MACJ programs as the college option for respective courses and follow the instructions displayed on the website. Upon registering, save and print the form.
- II. The Form and the Prospectus will be available at Rs 100 on the 1st floor, in the Admin Department. The Form & Prospectus fee can also be paid by NEFT.
- III. Date for submission of form will be as per University guidelines
- IV. Submit the following documents in the admin office: Copy of form printed from college website, required documents, receipt (attached in the prospectus) and Statement of Purpose (SOP)
- V. Administration Department has to acknowledge every application received with a stamp and the Signature.
- VI. The Institute will schedule a written test of one hour for 50 marks. The institute will then prepare a merit list based on the percentile of marks at the written test and short list candidates for next stage of selection process i.e. Personal Interview
- VII. Personal Interview will be arranged for those students whose name appear in the merit list

- VIII. Personal Interview Dates will be communicated by email
- IX. Candidate will be selected for admission on merit based on aggregate marks at written test and Personal Interview
- X. On being selected for admission, the candidate will be entered into merit list on the ERP and this will be also displayed in the college notice board. Selected students will also be intimated by SMS/Phone call
- XI. On being offered admission, candidate will be issued fee Challan from the ERP by the accountant/ admin
- XII. On payment of fees, provisional admission will be confirmed
- XIII. For Documents to be submitted, refer to **Annexure -I & II**

***Note:**

- a. Cut-off will be decided based on the number of forms received for that particular course.
- b. MA CJ, candidate will be selected for admission on merit based on aggregate marks, written test & Personal Interview.

1.2 Master of Arts – Film Television & New Media Production : (MA-FTNMP)

MA in Film Television New Media Production is a 2 year long postgraduate course. It is generally studied by the candidates who want to know about the history of Indian art of Film making, Sound ,Cinematography Post Production and VFX, New media Theory and Practices and world cinema. Most importantly, MA FTNMP candidates will be trained to critically analyse a cinematic piece through different aspects.

Eligibility:

Students who have passed a bachelor's course from any discipline / faculty of a recognized (by UGC-DE Council or any other competent body appointed for the said purpose by the due authority) university in India, or the degree from any foreign university, which has been approved by UGC / Association of Indian Universities and is considered equivalent and at par with Indian Degrees. In case of more applications are received than the sanctioned strength then Merit-Wise entrance test will be the criteria for selection. Reservations as per University rules will be applicable.

Intake: 60

Duration: 2 Years Full Time Program

Admission Process :

- I. Students must register online on University of Mumbai website: mum.digitaluniversity.ac, select 'Deviprasad Goenka Management College of Media Studies' for MAFTNMP programs as the college option for respective courses and follow the instructions displayed on the website. Upon registering, save and print the form.
- II. The Form and the Prospectus will be available at Rs 100.on the 1st floor, in the Admin Department. The Form & Prospectus fee can also be paid by NEFT.
- III. Date for submission of form will be as per University guidelines

- IV. Each prospectus will have a receipt (with unique number) perforated on its last page
- V. Submit the following documents in the admin office: Copy of form printed from college website, required documents, receipt (attached in the prospectus) and Statement Of Purpose (SOP)
- VI. Administration Department has to acknowledge every application received with a stamp and the Signature.
- VII. The Institute will schedule a written test of one hour for 50 marks. The institute will then prepare a merit list based on the percentile of marks at the written test and short list candidates for next stage of selection process i.e. Personal Interview.
- VIII. Personal Interview will be arranged for those students whose name appear in the merit list
- IX. Personal Interview Dates will be communicated by email
- X. Candidate will be selected for admission on merit based on aggregate marks at written test and Personal Interview
- XI. On being selected for admission, the candidate will be entered into merit list on the ERP and this will be also displayed in the college notice board. Selected students will also be intimated by SMS/Phone call
- XII. On being offered admission, candidate will be issued fee Challan from the ERP by the accountants / admin
- XIII. On payment of fees, provisional admission will be confirmed
- XIV. For Documents to be submitted, refer to **Annexure -I & II**

***Note:**

- a. Cut-off will be decided based on the number of forms received for that particular course.
- b. MA FTNMP, candidate will be selected for admission on merit based on aggregate marks, written test and Personal Interview.

1.3 Bachelor of Arts – Multimedia & Mass Communication : (BA-MMC)

The 3-year UG course in BA-MMC has been designed to train and equip students with the ability to research, study and creatively present information over different channels of media. Through the 3-year curriculum of BAMMC, students will be trained to communicate effectively through communication channels like television, radio, newspapers, internet and much more. Moreover, the curriculum will be unique across mass media colleges in India, where students will be able to uniquely instil qualities and expertise in different areas of media. The course has been designed to encourage a more creative and innovative approach to mass communication and journalism.

Eligibility: Candidates for being eligible for admission to the three-year integrated course leading to the Degree of Bachelor of Arts - MMC, shall be required to have passed the Higher Secondary School Certificate Examination (Academic or Vocational Stream) conducted by different Divisional Boards of Maharashtra State Board of Secondary and Higher Secondary Education or an Examinations of any another University or Body recognized as equivalent thereof by the Senate of the University of Mumbai.

Intake: 180

Duration: 3 Years Full Time Program

Admission Process :

- I. Students must register online on University of Mumbai website: mum.digitaluniversity.ac, select 'Deviprasad Goenka Management College of Media Studies' for BAMMC programs as the college option for respective courses and follow the instructions displayed on the website. Upon registering, save and print the form.
- II. The Form and the Prospectus will be available at Rs 100.on the 1st floor, in the Admin Department. The Form & Prospectus fee can also be paid by NEFT.
- III. Date for submission of form will be as per University guidelines
- IV. Administration Department has to acknowledge every application received with a stamp and the Signature.
- V. Those students who have not purchased the Prospectus, but have filled the online application forms on university and college websites, can bring the print copies of these forms and purchase the Prospectus on the spot and submit the admission forms along with other Documents.
- VI. The names of the shortlisted students will be displayed on the notice board of the college in the respective merit list. Also, an SMS will be sent to all shortlisted students.
- VII. On being offered admission, students have to pay the fees within the stipulated period as communicated, to secure their admission. For any assistance please visit our admission cell on any working day during office hours.
- VIII. The college will follow the schedule published by the University of Mumbai in this regard.
- IX. For Documents to be submitted refer **Annexure -II & III**

Criteria for direct admissions to Second year and third year for BAMMC programs will be as follows:

- I. Candidate should have passed in all the papers of First Year / Second Year (as the case maybe) and should have secured at least a B+ grade.
- II. To submit No Objection Certificate (NOC) from the college where he/she is presently studying in
- III. Online Transfer Certificate from MKCL Portal (Mumbai University Portal)
- IV. Declaration of candidates for Provisional Admission (Subject to cancellation).
- V. At the time of Admission, If a candidate fulfils all of the above criteria, he/she has to pay Second/ Third year full fees plus the Security Deposit

DGMC

1.4 Bachelor of Arts - Film Television & New Media Production : (BA-FTNMP)

Bachelor of Arts Film, Television and New Media Production is a University of Mumbai recognized course and has been developed specially to cater to the changing needs of global media and entertainment industry.

The program is devised to prepare students in film, television and new media content production. The program deals first with basics of art, graphic design and writing for media and gradually builds up on the basic knowledge to make them ready for the industry.

For the first time, it takes the students through the entire pipe line of production process with regards to the content creation for various media pads, providing the students an insight into the correlation that exists between content creation and media business.

Eligibility: Candidates for being eligible for admission to the three-year integrated course leading to the Degree of BAFTNMP, shall be required to have passed the Higher Secondary School Certificate Examination (Academic or Vocational Stream) conducted by different Divisional Boards of Maharashtra State Board of Secondary and Higher Secondary Education or an Examinations of any another University or Body recognized as equivalent thereof by the Senate of the University of Mumbai.

Intake: 180

Duration: 3 Years Full Time Program

Admission Process :

- I. Students must register online on University of Mumbai website: mum.digitaluniversity.ac, select 'Deviprasad Goenka Management College of Media Studies' for BA-FTNMP programs as the college option for respective courses and follow the instructions displayed on the website. Upon registering, save and print the form.
- II. The Form and the Prospectus will be available at Rs 100.on the 1st floor, in the Admin Department. The Form & Prospectus fee can also be paid by NEFT.
- III. Date for submission of form will be as per University guidelines
- IV. Administration Department has to acknowledge every application received with a stamp and the Signature.
- V. Those students who have not purchased the Prospectus, but have filled the online application forms on university and college websites, can bring the print copies of these forms and purchase the Prospectus on the spot and submit the admission forms along with other Documents.
- VI. The names of the shortlisted students will be displayed on the notice board of the college in the respective merit list. Also, an SMS will be sent to all shortlisted students.
- VII. On being offered admission, students have to pay the fees within the stipulated period as communicated, to secure their admission. For any assistance please visit our admission cell on any working day during office hours.
- VIII. The college will follow the schedule published by the University of Mumbai in this regard.
- IX. For Documents to be submitted refer **Annexure -II & III**

Criteria for direct admissions to Second year and third year for BAMMC programs will be as follows:

- I. Candidate should have passed in all the papers of First Year / Second Year (as the case maybe) and should have secured at least a B+ grade.
- II. To submit No Objection Certificate (NOC) from the college where he/she is presently studying in
- III. Online Transfer Certificate from MKCL Portal (Mumbai University Portal)
- IV. Declaration of candidates for Provisional Admission (Subject to cancellation).
- V. At the time of Admission, If a candidate fulfils all of the above criteria, he/she has to pay Second/ Third year full fees plus the Security Deposit

DGMC

2. DGMC Autonomous - Courses

2.1 Post Graduate Program : (PGP)

2.1.1 PGP in Integrated Marketing, Advertising & Communication

Integrated marketing Advertising & communication is integration of all marketing tools, approaches, and resources within a company which maximizes impact on consumer mind and results into maximum profit at minimum cost. IMA&C focuses on comprehensive plan of promotional mix comprising of Print , Electronic , Outdoor , Digital Marketing , Direct Marketing, Sales and Product Promotion, Public Relation , Experiential Marketing and evaluates the strategic roles of these disciplines to provide ideal balance for clarity, consistency and maximum communication impact.

Specialization1 : Advertising & Public Relations

Specialization 2: Media Strategy

Eligibility:

Candidate should have appeared for / passed Bachelors Degree of minimum 3 years duration.

Intake: 30

Duration: 18 Months

Admission Process :

Step 1:



Fill the Application Form available on our website

Step 2:



Submit Application Fee

Step 3:



Appear for the Entrance Test

Step 4:



Appear For Personal Interview

Step 5:



Wait for the result

Note :

1. Institute will prepare a merit list based on weightage given to various components as follows:

Sr. No.	Components	Weightage	
		Minimum	Maximum
1	Score for academic performance in Under Graduate Degree	30%	40%
2	Written Test	30 %	40%
3	Personal Interview	40 %	60%

2. Selected students will also be intimated by SMS/Phone call. Candidate has to then pay the fees within the stipulated period as communicated to secure his/ her admission. On payment of fees, provisional admission will be confirmed.
3. For Documents to be submitted refer **Annexure -IV**

2.1.2 PGP in Event Management

The Event Management Course offered by DGMC is designed as a comprehensive program to produce event professionals & entrepreneurs with an integrated knowledge of Brand & communication to cater the evolving Events, Media, and Entertainment Industry. The various subjects and its contents included in the courses are very diligently crafted after much research and involvement of experts & professionals with an experience of more than a decade in the Industry. Our Course aims to produce a new breed of innovative event managers, specialists, and entrepreneurs, with specialized skills required in different areas in the event & marketing industry.

Eligibility:

Candidate should have appeared for / passed Bachelors Degree of minimum 3 years duration.

Intake: 25

Duration: 18 Months

Admission Process :

Step 1:



Fill the Application Form available on our website

Step 2:



Submit Application Fee

Step 3:



Appear for the Entrance Test

Step 4:



Appear For Personal Interview

Step 5:



Wait for the result

Note :

1. Institute will prepare a merit list based on weightage given to various components as follows:

Sr. No.	Components	Weightage	
		Minimum	Maximum
1	Score for academic performance in Under Graduate Degree	30%	40%
2	Written Test	30 %	40%
3	Personal Interview	40 %	60%

2. Selected students will also be intimated by SMS/Phone call. Candidate has to then pay the fees within the stipulated period as communicated to secure his/ her admission. On payment of fees, provisional admission will be confirmed.
3. For Documents to be submitted refer **Annexure -IV**

2.1.3 PGP in Film Making

An intensive 18 month course with DGMC located in the heart of Mumbai, the PGP in Filmmaking trains to a professional level in a full range of filmmaking skills. Students leave with a portfolio of directing, cinematography, editing, producing and sound credits on at least 10 films - usually many more. Learning is based around short film production. Each term these film exercises become more Creatively & technically sophisticated, more considered and more complex in their ambitions. Students make all aesthetic decisions, while solving problems similar to those faced by professional units, on a steeply increasing slope of difficulty. The work is constantly assessed and critiqued.

Specialization 1 : Creative : Script Writing & Direction

Specialization 2: Technical : Cinematography, Sound Designing & Video Editing

Eligibility:

Candidate should have appeared for / passed Bachelors Degree of minimum 3 years duration.

Intake: 25

Duration: 18 Months

Admission Process :

Step 1:



Fill the Application Form available on our website

Step 2:



Submit Application Fee

Step 3:



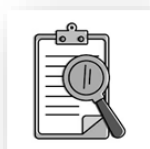
Appear for the Entrance Test

Step 4:



Appear For Personal Interview

Step 5:



Wait for the result

Note :

1. Institute will prepare a merit list based on weightage given to various components as follows:

Sr. No.	Components	Weightage	
		Minimum	Maximum
1	Score for academic performance in Under Graduate Degree	30%	40%
2	Written Test	30 %	40%
3	Personal Interview	40 %	60%

2. Selected students will also be intimated by SMS/Phone call. Candidate has to then pay the fees within the stipulated period as communicated to secure his/ her admission. On payment of fees, provisional admission will be confirmed.
3. For Documents to be submitted refer **Annexure -IV**

2.1.4 PGP in Sports Marketing & Management

Sports Marketing & Management will teach students all the business and Marketing aspects related to the sports and recreation industry. Future learners will learn how to manage a professional team, how to ensure the financial stability and growth of a sports facility, and how to run a recreational department or a marketing department for sports companies.

Specialization1 : Sports Management

Specialization 2: Sports Marketing

Eligibility:

Candidate should have appeared for / passed Bachelors Degree of minimum 3 years duration.

Intake: 20

Duration: 18 Months

Admission Process :

Step 1:



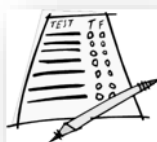
Fill the Application Form available on our website

Step 2:



Submit Application Fee

Step 3:



Appear for the Entrance Test

Step 4:



Appear For Personal Interview

Step 5:



Wait for the result

Note :

1. Institute will prepare a merit list based on weightage given to various components as follows:

Sr. No.	Components	Weightage	
		Minimum	Maximum
1	Score for academic performance in Under Graduate Degree	30%	40%
2	Written Test	30 %	40%
3	Personal Interview	40 %	60%

2. Selected students will also be intimated by SMS/Phone call. Candidate has to then pay the fees within the stipulated period as communicated to secure his/ her admission. On payment of fees, provisional admission will be confirmed.
3. For Documents to be submitted refer **Annexure -IV**

2.1.5 PGP in Game Design & Management

Game Designing and Management is a 18 Months programme that focuses on the design and art of games. The course involves the fundamentals of game development that includes strategy, creativity and implementation. Aspirants also encounter a variety of tools and processes like level and map editors, databases, proprietary scripting languages and design documents.

Specialization1 : Game Design

Specialization 2: Game Management

Eligibility:

Candidate should have appeared for / passed Bachelors Degree of minimum 3 years duration.

Intake: 10

Duration: 18 Months

Admission Process :

Step 1:



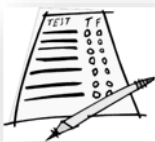
Fill the Application Form available on our website

Step 2:



Submit Application Fee

Step 3:



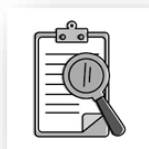
Appear for the Entrance Test

Step 4:



Appear For Personal Interview

Step 5:



Wait for the result

Note :

1. Institute will prepare a merit list based on weightage given to various components as follows:

Sr. No.	Components	Weightage	
		Minimum	Maximum
1	Score for academic performance in Under Graduate Degree	30%	40%
2	Written Test	30 %	40%
3	Personal Interview	40 %	60%

2. Selected students will also be intimated by SMS/Phone call. Candidate has to then pay the fees within the stipulated period as communicated to secure his/ her admission. On payment of fees, provisional admission will be confirmed.
3. For Documents to be submitted refer **Annexure -IV**

2.2 Short Term Courses : (STC)

2.2.1 Certificate Course in Graphics and Web design

Graphic & Web design is all around us, in a myriad of forms, both on screen and in print, yet it is always made up of images and words to create a communication goal. This course exposes students to the fundamental skills required to make sophisticated graphic design: process, historical context, and communication through image-making and typography. The course also imparts a basic understanding of how the Web and web pages work; and once they learn these fundamentals, students are taught interaction design and user interface design.

2.2.2 Certificate course in Audio Video & Editing

It is often said that the secret to any great audio-visual experience (feature film, telefilms, television show or soap opera, documentary, advertisement film, corporate film) is great editing. Editing is what makes a programme move up from good to great. Even a well-directed programme can come out as a boring affair if it is not creatively edited. Similarly, a moderately directed programme can become a big hit due to the creative touch of an Editor. Editing is the heartbeat of an audio-visual programme because it gives the programme a suitable pace and rhythm. It is a perfect combination of Art and Technique.

2.2.3 Certificate course in 3D Architecture & Interior Designing

The 3d Architecture & interior design course program at DGMC will help students to bring out the creative skills inside each individual and trains them to implement creative ideas in designing 3d architectural interior courses space. It is about more than just creating blueprints and 3D Interior Software Design Courses. Architects use 3D design tools to understand how the buildings from their imagination can become a reality.

2.2.4 Certificate course in Advance 3D, Animation with Maya

As the industry standard 3D animation software, learning Autodesk Maya is a great skill to help Students land a job in the film, music and gaming industry. In this course, Students will learn how to create entire animation from scratch. Advance 3D Animation with Maya will helps students to get skills to industry-standard. By learning from industry experts who have worked at top animation studios, you'll gain valuable industry insights, build critical job skills, and graduate with a polished portfolio to show employers.

2.2.5 Certificate course in Augmented & Virtual Reality

Take your imagination & creative skills to the next level with Augmented & Virtual Reality with DGMC. This course will break down complex AR & VR concepts to make them easy to understand, while also sharing expert tips and knowledge from Daydream's AR Core team. The course is great for beginners who are just getting started with AR.

2.2.6 Certificate course in Art Direction

Art Direction course are the courses which include the work such as creation and management of visual style and images in magazines, newspapers and product packaging, movies and television productions. Artwork, illustrations or layouts are created for various purposes and are used in advertising, newspaper and magazines, theatre, movies, and video games. These courses include the learning of giving direction for the perfection of creation, management and style of particular work in different industries. Candidates may read the whole article for complete details regarding the Art Direction courses.

2.2.7 Certificate course in Health Journalism

Here, the students will be initiated into the world of health journalism in India by an experienced health journalist. Considering the uncertain times we live it, it is essential for budding journalists to be familiar with the inner workings of the health system in India, in both urban and rural areas, and be familiar with the differences that these systems entail. How the public health system works, how the private health system works, impact of globalisation on the sphere of health, how to find a health story, what makes a good story, how to pitch stories to editors and the kind of spins required to package and present it are some of the facets that will be discussed in this class.

2.2.8 Certificate course in Multimedia Journalism

Students who want to study Photography will be familiarised with various forms of Photography, editing(Photoshop) and Story Making . The students will also learn how to conceive photograph and videos, incorporate them into slideshows learn how to appropriately captions in the style of international news agencies, edit videos and photos with Photoshop on Mobile phones and SLR cameras

2.2.9 Certificate course in Broadcast Journalism

Here, topics such as evolution of broadcast news in India, basics of broadcast in a newsroom, merging newsrooms in broadcast and digital spheres, current international trends, basics of reporting for broadcast, visual thinking, styles of reporting and storytelling in broadcast, broadcast writing, producing for broadcast, news bulletin versus news debate, and anchoring for broadcast news will be covered

2.2.10 Certificate course in MOJO Journalism / Digital Story Telling

This course is for writers who want to be equipped with all-round skills that all publications demand. Fundamentals of photography and video and editing, exploring all the features of a camera and phones for maximum output and how to conceive of stories will be taught in this class.

2.2.12 Certificate course in Data Journalism

This course will enable students to get comfortable with numbers, to think about data stories, finding the data, using tools to convert the data, cleaning and analysing the data and finally, interviewing the data. This specialised new branch of journalism has helped shed light on important global and national issues and students will find themselves on par with others from universities of international repute.

2.3 Diploma Courses :(DC)

2.3.1 Diploma in Advance Content Creation

Content Creation for Business will provide opportunities for participants to deepen their skills and knowledge needed for producing engaging digital content for the typical distribution platforms businesses use in today's market.

2.3.2. Diploma in Multimedia & Animation

Diploma in Animation and multimedia is an Diploma program offered to those who have interest in the Animation sector and their uses nowadays in various fields like cartoons, 3D/4D movies etc. can take admission to this course.

The aim of the course is to offer eligible students basic learning in the field of animation and multimedia with their applications in real world.

2.3.3. Diploma in Production Design

The course will impart knowledge about the facets involved in a media project management. The students will also learns production Workflow and will be able to understand the details involving a new business project or proposal.

Admission Guidelines for all Certificate and Diploma Courses mentioned above :

Eligibility: 10+2 from any recognised Board or equivalent

Admission Process :

Step1 : Fill the Application Form available on our website.

Step 2 : Submit Application Fees

Step 3. : Selected students will also be intimated by SMS/Phone call. Candidate has to then pay the fees within the stipulated period as communicated to secure his/ her admission. On payment of fees, provisional admission will be confirmed.

Note : For Documents to be submitted refer **Annexure -V**

DGMC

Fee Structure (Program Wise)

Post Graduate Courses (MA - University of Mumbai)

Name of The Course	Duration of the Program	Year		Total Fees
		I	II	
MA CJ	2 Years	62,318	52,543	1,14,861
MA FTNMP	2 Years	72,118	61,343	1,33,461

Undergraduate Courses (BA- University of Mumbai)

Name of The Course	Duration of the Program	Year			Total Fees
		I	II	III	
BAMMC	3 Years	18,087	17,467	17,817	53,371
BAFTNMP	3 Years	62,287	52,067	52,817	1,67,171

Post Graduate Programs (Autonomous)

Name of The Course	Duration of the Program	Security Deposit	Instalment			Total Fees
			I	II	III	
IMA&C	18 Month	10,000	59,000	1,77,000	59,000	3,05,000
SM&M	18 Month	10,000	59,000	1,77,000	59,000	3,05,000
EM	18 Month	10,000	59,000	1,77,000	59,000	3,05,000
FM	18 Month	10,000	59,000	2,36,000	59,000	3,64,000
GD	18 Month	10,000	59,000	2,36,000	59,000	3,64,000

Certificate & Diploma Courses (Autonomous)

Name of The Course	Total Fees
Graphics and Web Design	29,382
Audio Video Editing	22,420
Advance Content Creation	70,800
3D Architecture and Interior Designing	53,100

Advance 3D Animation with Maya	37,760	37,760	
Augmented and Virtual Reality	17,700	17,700	
Diploma in Multimedia and Animation	84,960/-	84,960/-	
Art Direction	29,500/-	29,500/-	
Production Design	47,200/-	47,200/-	
	DGMC&RSET Students	Non RSET Students	
Health Journalism	2,870 + 630 (18% GST) = 3,500	7,500 + 1,350 (18% GST) = 8,850/-	NA
Multimedia Journalism	2,870 + 630 (18% GST) = 3,500	7,500 + 1,350 (18% GST) = 8,850/-	NA
Broadcast Journalism	2,870 + 630 (18% GST) = 3,500	7,500 + 1,350 (18% GST) = 8,850/-	NA
MOJO Journalism/ Digital Story telling	2,870 + 630 (18% GST) = 3,500	7,500 + 1,350 (18% GST) = 8,850/-	NA
Data Journalism	2,870 + 630 (18% GST) = 3,500	7,500 + 1,350 (18% GST) = 8,850/-	NA

DGMC

Scholarship & Financial Assistance Scheme

Objective :

This scheme is to recognise the merit of such students in general and to provide deserving students financial assistance to continue with their academic pursuits.

Coverage :

The Financial Assistance Scheme will be applicable to all University affiliated Courses.

Number of Students to be covered :

Number of financial assistance granted shall be subject to maximum 5% of intake capacity and number of Merit scholarship shall be restricted to 5% of the intake capacity.

Criteria:

i. Financial Assistance

The selection of students for grant of financial assistance shall be made on the basis of following criteria:

- a. Applicant must have at least 70% at the qualifying examination
- b. Annual Income of the family should not exceed Rs. 3.00 lakh per annum

Grant of Financial Assistance shall be restricted to maximum Rs. 1.00 lakh per annum.

ii. Merit scholarship:

- a. Applicant must have at least 75% at the qualifying examination.

Selection Procedure:

All the applications of the candidates received before the deadline fulfilling above criteria shall be called for personal discussion with the Committee. The Selection Committee shall consist of the following:

- a. Principal / Director
- b. Chairperson of the Programme
- c. Registrar

The Committee shall make its recommendation to the Principal / Director for approval which will be sent to the Chairman- RSET.

Renewal of Scholarship/Financial Assistance for Second Year:

Continuation of the financial assistance during the second year shall be subject to their passing the First Year examination at first attempt and meeting income level prescribed for first year.

Fee Payment Policy

In-house Student/ Staff's Ward: NA

Foreign/ NRI Students: All International (Foreign/ NRI) students seeking admission to any of the University of Mumbai affiliated Programs shall be admitted to the respective Programs based on the guidelines for admissions laid down by the University of Mumbai for all such Students.

Late Fees: Late payment of fees will attract a fine of Rs. 100 per day, maximum upto Rs. 5,000/- For the calculation of late fee, a grace period of two days will be granted.

Post Dated Cheques (PDCs): Wherever instalments are allowed, students have to submit post - dated cheques at the time of the admission.

Cheque Bounce: A fine of Rs. 500.00 will be levied in case of cheque/s bounce. This fine should be paid by DD or Pay Order.

NEFT Payments: All fees should be paid by DD or Pay Order directly into Deviprasad Goenka Management College of Media Studies - Fees can also be paid by NEFT/RTGS.

College Bank account details will be provided to the students as per instruction from RSET 's Accounts Department

Students are asked to update the Admin Department with the UTR Number, Reference Number and date of NEFT transaction so that their receipts can be generated after verifying the entries in the college passbook.

DGMC

Admission Cancellation Policy

Application for cancellation of admission should be made in the prescribed form (**Annexure No. VI**). Cancellation should be authorised by the Principal/Director. For all the Mumbai University Programmes, the cancellation policy stipulated by the University of Mumbai will apply.

I. Refund Policy – UOM

Rules regarding refund of fees in case of cancellation of admission are applicable as per University norms (University Circular No. UG/412 of 2008 dated 11th Sept 2008).

Table-1: Fee Deduction on cancellation of admission

Period and percentage of deduction charges					
(i)	(ii)	(iii)	(iv)	(v)	(vi)
* Prior to commencement of academic term and instruction of the course	Upto 20 days after the commencement of academic term of the course.	From 21 st day upto 50 days after commencement of the academic term of the course.	From 51 st day upto 80 days after the commencement of academic term of the course or August 31 st whichever is earlier.	From September 1 st to September 30 th .	After September 30 th .
Rs. 500/ - lump sum	20% of the total amount of fees.	30% of the total amount of fees.	50% of the total amount of fees.	60% of the total amount of fees.	100% of the total amount of fees.

Note: * All candidates applying for admission cancellation should note that for all admission cancellation purpose --commencement of Academic Term will be applicable for 2019-20 is from 06th June, 2019.

Ordinance 2859 of University of Mumbai

Refund of Tuition, Development and all other fees after cancellation of admissions:

The candidates who have taken admission in under graduate courses in Govt. colleges, in Govt. aided and unaided courses conducted by affiliated colleges, and recognised Institutions may request for refund of fees after applying in writing for cancellation of their admission to the course. The refund of fees as applicable shall be made on or before 30th day after the date of cancellation and thereafter. The percentage of fee for the course shall be refunded to the candidate after deducting charges as follows:

The total amount considered for the refund of fees from the commencement of academic term of the courses includes the following:

- I. All the fee items chargeable for one year are as per relevant University circulars for different Faculties. (excluding the courses for which the total amount is fixed by other competent authorities).

- II. The fee charged towards group insurance and all fee components to be paid as University share (including Vice-Chancellor fund, University fee for sports and cultural activities, E-charge, disaster management fund, exam fee and Enrollment fee) are non-refundable.
- III. Fee collected for Identity card and Library card, admission form and prospectus, enrollment and any other course specific fee are not refundable after the commencement of the academic term.
- IV. All refundable deposits (Laboratory, Caution Money and Library etc.) shall be refunded at the time of Cancellation on production of original fee receipt. Deposits not claimed within one year of leaving the college or cancellation of admission will be forfeited.
- V. Provided that wherever admissions are made through centralised admission process for professional and/or for any other courses by other competent authorities (as per the rules of relevant agencies) for the Ist year admissions. In case of admission to subsequent years of the courses, O.2859 is applicable for cancellation of admission.
- VI. provided further that this refund rule is concurrent with the rules and guidelines of other professional statutory bodies appointed for admission for relevant courses.

For the students who are leaving the college after completion of studies, schedule for the refund of deposit will be put up on the college notice board after the declaration of the University result of the relevant course. For those students who cancel their admission in the middle of the course, the amounts of deposits will be refunded to the student after 30 days from the date of receipt of their application duly signed by student and NOC from departments concerned.

Post Graduate Courses:

Vide University Circular UG/ 253 OF 1996.

0.3574

- I. The registration fees once paid for the PG course will not be refunded for any reason.
- II. The Tuition fee paid by the candidate for the course in which he/she is registered as a PG student will be refunded to him/her if he/she leaves the said course without attending any lectures, seminars or practical, subject to a deduction of 25% of the tuition fee. The application by the candidate for such refund will only be entrained if it is received by the Principal/Registrar/Head of Department within Fifteen days of the date of commencement of the lectures of the academic year in which the fees is paid.
- III. The Tuition fee paid by the candidate for the course in which he/she is registered as a PG student will be refunded to him/her if he/she leaves the said course and joins another course of this University for which he/she applied at the same University admission is made later, subject to a deduction of 25% of the tuition fee.

NOTES RELATING TO FEE CONCESSION:

Students belonging to reserved category are eligible for fee concession. Those who are desirous of availing such facility should produce Caste Certificate duly certified by the government authority at the time of admission and should fill the prescribed Government free-ship / scholarship form with necessary documents within the due date on notification by the college and relevant notice for the same will be circulated in the Classrooms as well as will be displayed in the Notice Board. Those students who fail to fill the form in time are liable to pay the full fees

II. The Refund Policy of DGMC Autonomous Courses:

Post Graduate Program:

On request received before the beginning of academic session	80% Refund
On request received after the start of the academic session	No refund

Diploma & Certificate Program: No refund after enrolment

Note:

*** Entire amount of Security/Caution Money Deposit will be refunded to the candidate (Subject to full Payment of fees for the specific Academic Year)**

ANNEXURE I : MA Courses (Documents)

List of documents required to be submitted along with Admission Form

MA in Film Television New Media Production & MA in Communication & Journalism

01.	Marks sheets/Certificate of passing of 10th, 10+2
02.	Graduate Degree Certificate along with Mark Sheets of all three years
03.	Address proof, photo id proof
04.	Four recent passport size photographs
05.	Migration certificate/Leaving Certificate, where applicable
06.	Receipt given by the college as proof of purchase of Prospectus
07.	Experience Certificate, if any
08.	Certificate of additional qualifications, if any
09.	Gap Affidavit, if applicable (format available in the 'Download Affidavits' link on the website)
10.	Medical Fitness for Handicapped (LD) (if applicable)
11.	(All Originals to be produced for verification)

ANNEXURE II: Documents under various Categories (UG+MA)

List of documents required for Various Categories of Admission

Following documents are required to be uploaded by ALL STUDENTS who are applying for admission (Under ALL CATEGORIES – Open, Hindi Linguistic Minority, Defence, Freedom Fighters, Transfers, Sports and Cultural Activities, Physically Handicapped and Learning Disability)

- a) Scanned / PDF copy of Pre Admission Online Registration Form of University of Mumbai
- b) Scanned / PDF copy of the Online Admission form of DGMC
- c) Attested Photocopy of HSC/ Equivalent Examination Mark sheet and HSC/ Equivalent Examination Leaving Certificate.
- d) Attested Photocopy of SSC/ Equivalent Examination Marksheet
- e) Prima Facie Statement of Eligibility issued by University of Mumbai for students who have passed the IB/ IGCSE/ Cambridge Boards.
- f) Copy of the Aadhar Card of the student or the UPIN number if Adhar Card not yet received

The institution possesses “Hindi Speaking Linguistic Minority” Status. Therefore, 50% seats are reserved for students whose mother tongue is Hindi. Students applying under HINDI LINGUISTIC MINORITY CATEGORY are required to upload following more documents:

- a) Original School leaving certificate clearly stating HINDI as a mother tongue
- b) Affidavit submitted by the Parent/ Guardian stating Hindi speaking -Minority status

Students applying under Defense, Freedom Fighters, Transfers, Sports and Cultural Activities, Physically Handicapped and Learning Disability are required to upload following more documents:

- a) Certificate issued by the Central Govt., State Govt. , Zilla Sainik Welfare Association (For Defense)
- b) Copy of Tamrapatra (For Freedom Fighter)
- c) Government Transfer Order specifying the date of Transfer (For Transfer Cases)

- d) Photocopies of certificates indicating achievements in sports at the International, National, State and District level competitions during the years 2017-18, 2018-19 (For Sports / Cultural)
- e) Certificate from KEM, NAIR or Sion hospital for learning disability not older than 2018 (For students with learning disability).

ANNEXURE III : UG Courses (Documents)

List of documents required to be submitted along with Admission Form

BA in Film Television New Media Production & BA in Multimedia & Mass Communication
(Open category)

01.	Hard Copy of the Pre-Admission online Registration form of University of Mumbai
02.	Hard Copy of the online admission application form of DGMC Attested photocopy of HSC / Equivalent Exam Marksheet and HSC/Equivalent Exam Certificate of passing (in case of downloaded statement of marks, Attestation of school Principal /vice Principal only will be accepted) Attested Copy of SSC/Equivalent mark sheet Any other certificate as applicable Prima facie Statement of Eligibility issued by the University of Mumbai for students who have passed from IB/ IGCSE/ Cambridge Boards/ AIU .
03.	Address proof/ Electricity Bill/ telephone Bill Copy of aadhar card is mandatory
04.	Four recent passport size photographs and 5 self addressed envelopes
05.	Migration certificate, if applicable
06.	Leaving Certificate
07.	Receipt given by the college as proof of purchase of Prospectus
08.	Gap Affidavit, if applicable(format available in the 'Download Affidavits' link on the website)
09.	(All Originals to be produced for verification)

ANNEXURE IV : Post Graduate Programs (Documents)

List of documents required to be submitted along with Admission Form

Sr. No.	Particulars
	Please submit following documents at the time of admission
01.	Degree Mark-sheet (All Years/semesters) (Issued by University)
02.	Degree Certificate or Passing Certificate (Issued by University)
03.	Photo ID Card copy (Aadhar Card/ Voters ID Card/ Passport)
04.	SSC Mark-sheet/Certificate & HSC Mark-sheet/Certificate
05.	Statement of Purpose (minimum 250 words)
06.	Experience Certificate (if applicable)
07.	2 Recent Passport Size colour photographs
08.	Anti Ragging Affidavit

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ANNEXURE V : Diploma Course (Documents)

List of documents required to be submitted along with Admission Form

Sr. No.	Particulars
01.	Photo ID Card copy (Aadhar Card/ Voters ID Card/ Passport)
02.	SSC Mark-sheet/Certificate & HSC Mark-sheet/Certificate
03.	2 Recent Passport Size colour photographs

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ANNEXURE VI : Admission Cancellation Form


Deviprasad Goenka
management college of media studies
INDIA'S PREMIER MEDIA SCHOOL

ADMISSION CANCELLATION FORM

INFORMATION OF THE STUDENT

DATE _____

STUDENT NAME _____ CLASS _____

FEES RECEIPT NO _____ DATE _____ AMOUNT _____

ADDRESS _____

CONTACT NO. _____ EMAIL ID _____

DIVISION / ROLL NO. _____

REASON FOR CANCELLATION

Indicate your reason for cancellation in the space provided below

Signature of the Student _____ Signature of the Parent _____

COLLEGE USE ONLY

Head of the College Remarks for Cancellation

Signature of Course Co-ordinator/Vice-Principal _____ Principal _____

FOR MANAGEMENT USE ONLY

APPROVED BY _____ DATE _____

COMMENTS _____

SIGNATURE OF APPROVER _____ DATE _____