



Deccan Education Society's
Fergusson College Pune (Autonomous)
Bachelor of Vocation in Media & Communication



Empowered by



❖ Heritage of Fergusson College

The famous Deccan Education Society which is the parent body of several educational institutions spread over the landscape of Maharashtra founded the Fergusson College, a premier institution of liberal learning in India, in the year 1885. The Society itself was founded by the stalwarts of the Indian Freedom Movement-Ch. Shahu Maharaj, Lokmanya Tilak, Gopal Agarkar, Vishnushastri Chiplunkar and Madhavrao Namjoshi. The first two were also its distinguished teachers and Prof. Agarkar was its Principal (1892-95).

Fergusson College has a beautiful scenic campus of 65 acres with numerous imposing buildings of gothic architecture.

The composition of the community of students and teachers in Fergusson College reflects its truly national character. It has also attracted scores of students from overseas.

Fergusson College imparts instruction to nearly 5500 undergraduate and post graduate students in Arts, Science and vocational courses like Media and Communication. College it has very well-equipped laboratories, a library having a collection of over 3,00,000 books. Fergusson College has a vibrant culture of extracurricular activities like drama, dance, music, sports much more. Student of our college become *Fergussonian* life time!

❖ About the Course

The B. Voc. Programme is a judicious mix of skills relating to a profession and appropriate content of General Education. It ensures that the students have adequate knowledge and skills, so that they are work ready at each exit point of the programme. The programme provides flexibility to the students by means of pre-defined entry and multiple exit points. A student will be awarded a Diploma after first year, Advanced Diploma after the second year and the B.Voc. Degree after the third year of successful completion.

Under the National Skills Development Corporation, many Sector Skill Councils representing respective industries have/are being established. One of the mandates of Sector Skill Councils is to develop National Occupational Standards (NOSs) for various job roles in their respective industries. It is important to embed the competencies required for specific job roles in the higher education system for creating employable graduates. We are empowered by Skill India, Digital India Program initiated by Government of India.

❖ About the Department

Bachelor of Vocation - Media and Communication is perfectly in tune with the national mission. With the advent of digital technology the availability of media is anywhere and everywhere. The media industry like news, entertainment, advertising, public relations and event management is booming like never before all over the world. The Media industry is one of the most blooming sectors today. It requires influx of young creative innovative brains, with over-whelming energy, equipped with media skills every year.

We have industry experts as teaching staff from the various fields of media like Journalism, Cinema, Photography, Production, Audio Video Production and research. Our objective is to make our students ready with basic skills. Learning is more important in this process.

Eligibility

B.Voc. Media and Communication offers one of its own kind opportunities to the 12th grade pass students (H.S.C.) of any stream to pursue this enticing career option.

How to Apply?

- Application forms will be available on college website www.fergusson.edu (Mid of May)
- You have to login and create your account as per the given instructions
- General merit list will be displayed. (First Week of June)
- Commencement of Classes (Mid of June)

Work Fields & Job Profile

As per the National Skill Qualification Framework and Media and Qualification Packs every skill component should provide a basic skill set for a job profile. The job profiles are-

Photographer, Journalist, Composer, Reporter, Sub-Editor, Cinematographer, Sound Designer, Assistant Director, Script Writer, Storyboard Artist, Voice Over Artist, Art Direction, Lights Assistant, Video Editor, Designer, Research Assistant, Copy Writer, , Television Anchor and much more.

Fields

Print Media, Electronic Media, Television, Digital Media, Public Relation, Production Houses, News Channels, Photography, Academics, Research.

After Graduation?

Student can apply for Post graduation courses in Mass Communication, Communication Studies, Film Studies, etc across the country and abroad too. This degree is valid for MPSC/UPSC and related competitive exams.

Infrastructure

- ✓ 2 Computer Labs
- ✓ 6 Digital Cameras (DSLR 600D)
- ✓ 1 Photography Studio
- ✓ Audio Video Production Equipment
- ✓ 1 News Room & Studio
- ✓ 3 Edit Suits
- ✓ 4 Audio Visual Equipped Class Rooms
- ✓ Advanced Professional Software (Pro Tools/ PhotoShop/In design/Adobe)



Visit us @: www.fergusson.edu

Dept. Of Media and Communication

*Creative Sciences Building, 4th Floor
Fergusson College Campus
F.C Road Deccan Pune 411004
Maharashtra, India
Office: 020-30866492*

Swapnil Kamble (Assistant Professor)

swapnilsvkamble@gmail.com

bvocmedcom@fergusson.edu

Important links related to the course structure

www.mescindia.org

<http://www.skilldevelopment.gov.in/higher-education.html>

<http://www.nsdcindia.org/>

<http://www.mescindia.org/qualification-packs.html>