



ADAMAS
UNIVERSITY
KOLKATA

PURSUE EXCELLENCE



ADAMAS
SCHOOL OF MEDIA
AND COMMUNICATION

School of Media & Communication

“Where Imagination Meets Innovation”

Adamas University offers a transformative educational experience that emphasizes curiosity, creativity and collaboration, helping students to reach their professional goals.

Anticipating rapid changes in the technologies of mass communication, Adamas University's School of Media & Communication has adopted a 'digital first' approach to education. This has been built on the foundation of the key principle of ethical and effective persuasion that is at the core of all strategic communication. We are deeply committed to the intellectual growth and professional trajectories of our students by helping them master the foundations and pursuing innovations of advertising, communication and leadership.

Excellence Is In Our DNA

Ranked as the best private university in Eastern India by ABP and ASSOCHAM, the Adamas School of Media & Communication offers students the platform to explore the nuances of communication. We prepare the most promising minds to inquire, innovate and lead at the global crossroads of media, technology and culture. By creating opportunities for them to engage in original and exciting work across all of our degree programs, we empower them to change the world through communication.



Be At The Forefront Of Innovative Excellence With A Media & Communication Degree from Adamas University



Journalism

- BA in Media and Communications
- MA in Journalism



Communication Management

- MBA in Communication Management
- MBA in Events & Entertainment Management



Entertainment Media

- B.Sc. (Honours) in Media Technology
- M.Sc. in Media Technology
- MA in Entertainment Media



The Adamas Advantage



Learn Through Experiential and Project-based Learning

Students can select from a variety of Capstone Projects where they are exposed to new technology gaining expertise through hands-on experimental learning.



Facilities & Infrastructure

Adamas University provides a unique 120 acres campus experience to its students through its state-of-the-art facilities and cutting-edge infrastructure.



Career Development

The Career Development Cell (CDC) at Adamas regularly organises recruitment drives with various service industries, core sector organizations, PSUs, and well-known private establishments.



Convergent Learning

We teach students to navigate the multitude of platforms in a connected world of numerous cultural institutions through the collective power of platform agnostic storytelling.



Ethical Approach with Research Orientation

Students are encouraged to conduct industry-specific research projects and also learn to be responsible media professionals by being trained in the finer points of ethics in media.



Field & Entrepreneurial Focus

Hands on experiences through field assignments and internships are a key part of the curriculum Whilst being trained to start entrepreneurial ventures and generate employment.

Top Recruitment Partners

Our recruitment partners provide Adamas students the opportunity to make industry visits, gain work experience through summer internships along with offering full-time employment every year.





Prof (Dr.) Mahul Brahma

Professor and Dean , School of Media & Communication

Prof (Dr.) Mahul Brahma is an author, a TEDx Speaker, an award-winning communications, branding and CSR leader, and a Chief Editor with two decades' experience in business communication and journalism. Prior to Adamas University, Prof Brahma was Head of CSR, Corporate Communications, Branding, and Publications for a Tata group company Mjunction. He has been a Chief Editor and has held other senior editorial positions in leading publications such as Economic Times, India partner of New York Times, CNBC TV18 group, ABP, Reuters, among others. He is a luxury commentator, columnist and has authored five books — The Luxe Trilogy (Decoding Luxe, Dark Luxe and Luxe Inferno), Quarantined: Love in the time of Corona, and How to Communicate Strategically in Corporate World. He is a PhD, D.Litt, MSc and PGP-Business Management, and an alumnus of IIM Calcutta, MICA, University of Cambridge Judge Business School, SSSUTMS, University of Calcutta, and St Xavier's College. He is a filmmaker and an actor, and his first short film was screened at Cannes Film Festival. He is an artist and loves to play golf.

Awards:

Conferred Hon D.Litt in Luxury and Communication in 2020

CSR Leader of the Year Award in 2019

Best Communication Strategist of the Year Award in 2019

Brand Leadership Award in 2017

Listed among Most Influential PR professionals under the age of 40 by Reputation Today

Ecommerce Communication Leader of the Year Award in 2017

Young Achiever Award in National Awards for Excellence in Corporate Communications 2016

Students Speak



Sabir Alam

UG 6, BA

"The School of Media & Communication at Adamas University is the best place to convert your passion into your professions. The Professors are the real treasures who tirelessly guide us in mastering the theory with the practical, shaping us into perfect communication specialists."

For Admission Related Enquiries

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✉ admissions@adamasuniversity.ac.in

For General Enquiries

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✉ international@adamasuniversity.ac.in

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