INSPIRIA KNOWLEDGE CAMPUS

www.inspiria.edu.in

BSc

Media Science

4 Years | Full-Time | Industry-Integrated

Launch Your

Digital Career

in **Content, AI & Media**

Format

FULL TIME

Immersive learning experience

Eligibility

CLASS XII

From Fundamentals to Future-ready Skills

Approval

AICTE

The only AICTE-approved digital marketing degree course in Siliguri.

Duration

4 YEARS

3 years at Inspiria + 1 Year-Long Internship

Recognized & Respected

NAAC
NATIONAL ASSESSMENT AND ACCREDITATION COUNCIL

AICTE

MAULANA ABUL KALAM AZAD UNIVERSITY OF TECHNOLOGY, WEST BENGAL
Utech

Turn your passion for

Content Creation

into a Career !

01

Love Content Creation?

Get skilled to Monitise Content Creation

02

Love Storytelling?

Become a film-maker

03

Love Reels?

Try Content Strategy

04

Love Speaking?

Try Anchoring/ Podcasting

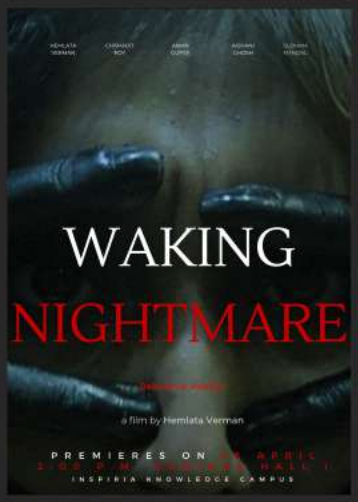
Get ready to explore, innovate, & create your own success story!

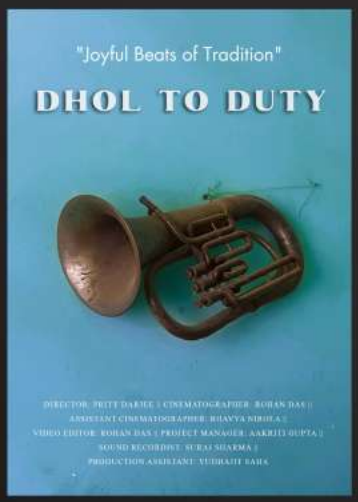
Our USP

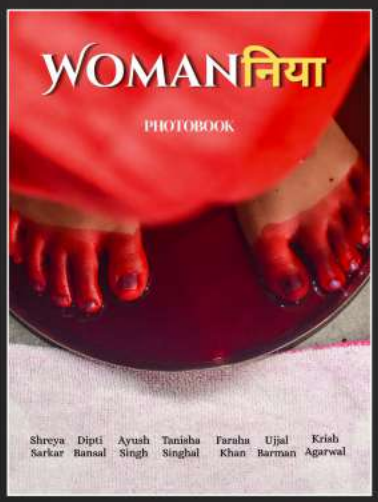
- 24 months campus learning by doing (Industry immersion)
- 24 months industry experience
- In-class and out-class linkage to work with practice based learning(Practical)
- 4 mentors : 1 student
- Faculty as mentor along with relevant industry mentors aligning with their interest
- AI Certification courses from Google/NVIDA/Meta /Open AI
- Effortless Learning Pedagogy - Do what you LOVE, LAUGH & LEARN
- Only Department in North Bengal with highest number of International & National Media placement 50+.

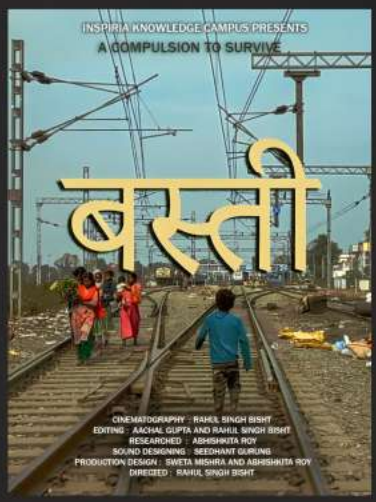
Student's Live

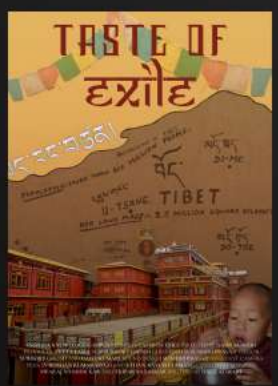
Projects

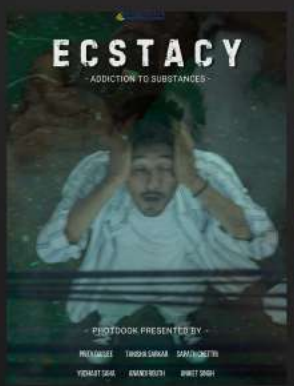






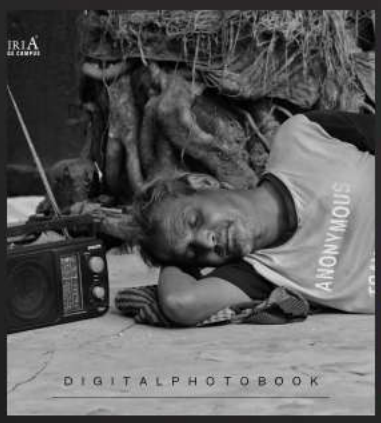






Student's Live

Projects



Student's

Achievements

Infrastructure
Industry inside Campus

Advanced edit suite

Audio Recording Studio

Live News Studio

Podcast Lab

12 months

Basics of Content Creation

24 month

Immerse into the world Of Digital Creation

36 month

Industry Experience with Experts and Masterclasses

48 month

Monetize Content Creation

Curriculum - Core Skill Tracks

Top Career
Pathways

Video Editor
From reels to documentaries

- Flexible working hours
- Wide variety of projects
- Over 10 LPA
- Niche skill set

Social Media
Managing social media is Fun

- Multiple brands
- Figuring the Algorithm
- Work with top MNC brands
- Exciting packages

Influencer
Know your niche, and influence

- Become a content creator
- Understand trends
- Multiple brand collab
- Be your own Boss

Photography
Frame, Compose, Repeat

- Specific job roles available
- Expert in specific genre
- Constantly evolving field
- Develop your own style

Brand Consultant
Help brands build their media presence

- Problem solvers
- Work remotely
- Freelance potential
- More and more business coming online

Dreams in Action

iDream EDUCATION

Jagran

NEWS NATION

Vedantu
LIVE ONLINE TUTORING

magnon

YOUTH UNITED COUNCIL OF INDIA

THE SHIZZ

UGLY STUDIOS

Curriculum -
Designed as A Need of Hour

BASIC CONTENT CREATION - PHASE 1

SEM 1

Major/Core - Learning by Doing

- Introduction to Media & Content Creation
- Introduction to Media Technology - Photography,
- Videography & Editing

Minor

- Principles of Management - Management skills for content creators

Foundation Core

- Hand on Study on Film - Language of Visual storytelling
- English and Professional Communication
- Life Skills & Personality Development
- Physical Wellness and Yoga

Live Projects:

- Social Media Short Content Creation - Learning by Doing

Inskills:

- Communication Skills

Mentorship model:

- 1 Student:4 mentors

Continuous Assessment: Fail Proof Model Academic Model

*Terms & Conditions apply

Curriculum -
Designed as A Need of Hour

BASIC CONTENT CREATION - PHASE 2

SEM 2

Major/Core - Learning by Doing

- Basics of Still Photography & Videography Skills
- Introduction to Journalism & Digital Journalism

Minor

- Organization Behaviour in world of media & entertainment

Foundation Core

- Social Media management, Advertising & Marketing
- Modern Indian Languages and Literature for storytelling
- IT Skills for content creators
- Critical Thinking skill for narrative building

Live Projects:

- Social Media Long Content Creation - Learning by Doing

Inskills:

- Communication Skills

Mentorship model:

- 1 Student:4 mentors

Continuous Assessment: Fail Proof Model Academic Model

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Curriculum -
Designed as A Need of Hour

BASIC CONTENT CREATION - PHASE 1

SEM 3

Major/Core - Learning by Doing

- Broadcast & Digital Media - TV, Radio & OTT
- Integrated Marketing Communication

Minor

- Principles of Management - Management skills for content creators/ Film making.

Foundation Core

- Value and Ethics in content creation
- The Constitution, Human Rights and Law for Digital Creators
- Understanding Basics of Cyber Security for content creators

Live Projects:

- Web Series, Film making (Fictional & Non Fictional) - Learning by Doing

Inskills:

- Communication Skills

Mentorship model:

- 1 Student:4 mentors

Continuous Assessment: Fail Proof Model Academic Model

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Curriculum -
Designed as A Need of Hour

BASIC CONTENT CREATION - PHASE 2

SEM 4

Major/Core - Learning by Doing

- Basics of Digital Content & Film Theory & Practice
- Advanced Still Photography & Videography Writing Across Media

Minor

- Corporate Social Responsibility (CSR)
- E-Commerce

Foundation Core

- Society Culture and Human Behavior for filmmaking and A/V Storytelling

Live Projects:

- Web Series, Film making (Fictional & Non Fictional) - Learning by Doing

Inskills:

- IQuest Pageant

Mentorship model:

- 1 Student:4 mentors

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Curriculum -
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BASIC CONTENT CREATION - PHASE 1

SEM 5

Major/Core - Learning by Doing

- Print & New Media - Industry Experience (Work & Learn)
- Film Theory and Practice - Pitch your story to Investors/Producers
- Writing Across Media - Art of storytelling

Minor

- Financial management - Entrepreneurship -
  Get ready to Launch yourself

Foundation Core

- Internship - Industry Experience

Live Projects:

- Launch yourself as a content creator/Filmmaker (Prep phase)

Industry Skilling

Mentorship model:

- 1 Student:4 mentors

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BASIC CONTENT CREATION - PHASE 2

SEM 6

Major/Core - Learning by Doing

- Advanced Broadcast & Digital Media: Television, Radio & OTT
- Advanced Integrated Marketing Communication
- Media & Content - Laws & Ethics

Minor

- Customer relationship management
- Career planning and management -
  Strategic Launch Plan and management

Live Projects:

- Launch yourself as a content creator/Filmmaker (Launch phase)

Industry Skilling

Mentorship model:

- 1 Student:4 mentors

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Curriculum -
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BASIC CONTENT CREATION - PHASE 1

SEM 7

Major/Core - Learning by Doing
- Specialisation Communication Research & Methodology

Minor
- Consumer behaviour in the world of content creation
- Strategic management - in Digital Creation

Live Projects:
- Start content creation/Filmmaking (Start up phase 2)

Industry Skilling

Mentorship model:
- 1 Student:4 mentors

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SEM 8

Major/Core - Learning by Doing
- Specialisation - Do what you Love - create as content creators

Minor
- Research project Capstone Project/Industry Project/Internship

Live Projects:
- Start content creation/Filmmaking (Start up phase 2)

Industry Skilling

Mentorship model:
- 1 Student:4 mentors

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INDUSTRY VISITS

Media Department Events:
Josh Event, Photowalk, Lens & Stories, and Kurseong Radio Station Visit

Industrial Trip: Delhi to Manali—
a combination of educational and recreational activities

Workshops & Guest Masterclasses

Workshop on AI Filmmaking

Session by Swati Chakraborty

Video editing workshop

Hands-on Workshops & Guest Sessions with Industry Leaders

Industry Visits & Exposure

Some of our Recruitment Partners

ugly

Perfect Relations
The science of image management

NDTV

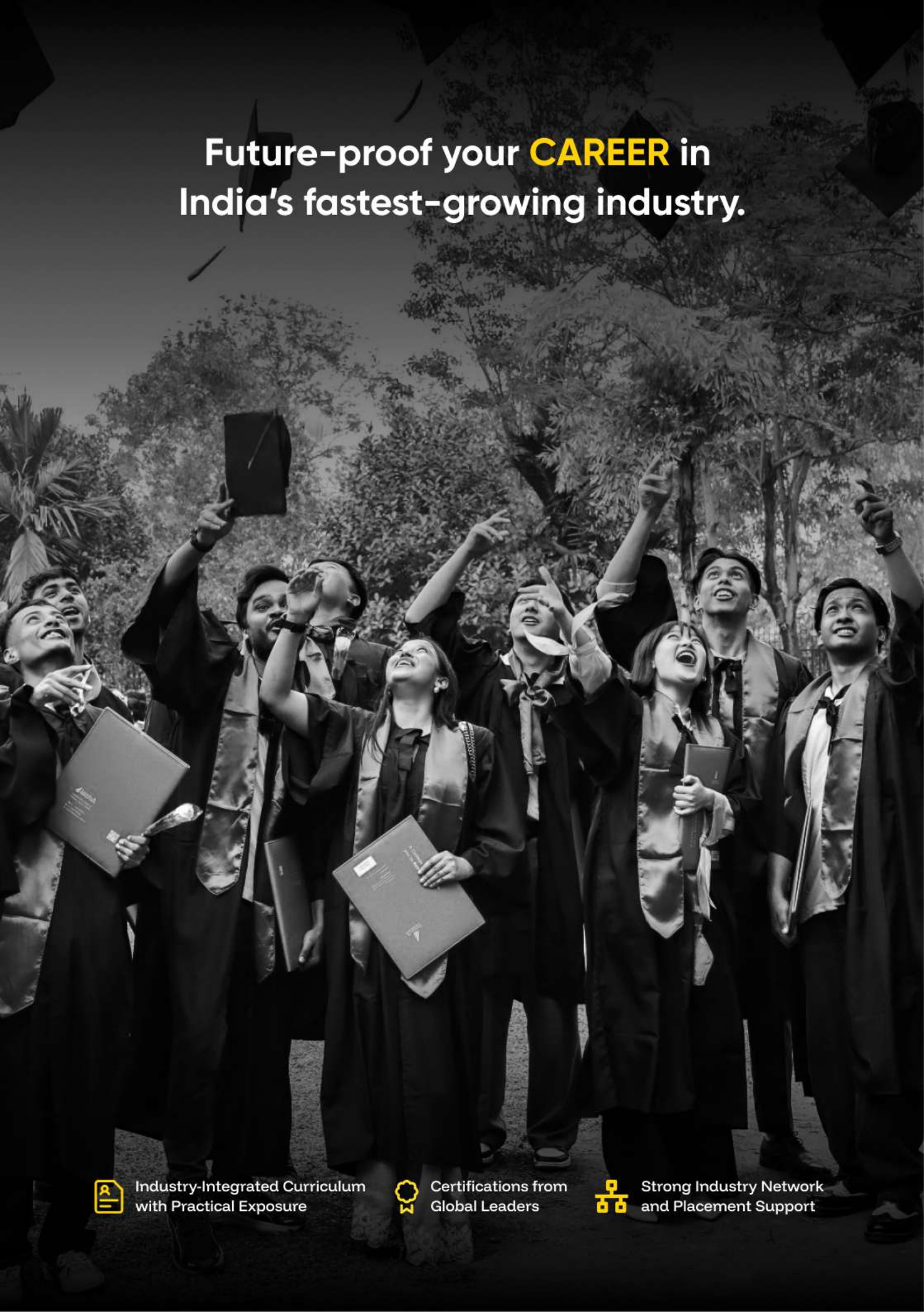
TIMES NOW

The Indian EXPRESS

ADFACTORS PR
Reputation & Critical Issues Advisory

abp न्यूज़

THE WIRE


Future-proof your CAREER in
India's fastest-growing industry.
Industry-Integrated Curriculum with Practical Exposure
Certifications from Global Leaders
Strong Industry Network and Placement Support

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KNOWLEDGE CAMPUS

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