



Plot No. 32, 34, Knowledge Park-III,
Greater Noida (Delhi-NCR)-201310

☎ 0120-4570000 ☎ 0120-4060210/11
✉ admission@sharda.ac.in 🌐 www.sharda.ac.in

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SHARDA SCHOOL OF MEDIA, FILM AND ENTERTAINMENT

FROM BREAKING
BARRIERS TO
BREAKING NEWS
START YOUR CAREER IN MEDIA

make it
happen@Sharda



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SHARDA UNIVERSITY

Since its inception in 2009, Sharda University has emerged as one of the premier centers for education, research and innovation in the Delhi NCR region. With a steadfast commitment to academic excellence, Sharda has been honored as one of South Asia’s top institutions by the QS Asia University Rankings 2024. Its prestigious A+ accreditation from NAAC and a remarkable NIRF ranking of 86 in India affirm Sharda’s position among the nation’s elite Universities.

But Sharda is more than rankings—it’s a global community with students from over 95+ countries, Sharda fosters an inclusive, multicultural campus that goes beyond traditional learning. This vibrant community is a melting pot of cultures, ideas, and perspectives, preparing students for a future where global collaboration is a key.

Driven by the motto, **“The World is Here, Where are You?”** Sharda University invites you to join a thriving environment that celebrates diversity, nurtures curiosity, and empowers students to become leaders on the world stage. Here, students are not just educated, they are transformed !!

PRESTIGIOUS RECOGNITIONS & ACCREDITATIONS




SHARDA UNIVERSITY
NIRF RANKING 2024


86th
IN UNIVERSITY
CATEGORY

11-50th
in
INNOVATION


101-125th
in
MANAGEMENT




59th
WORLD UNIVERSITY
NATIONAL RANKING 2025




RANKED
#219*
SOUTH EAST ASIA




SHARDA-IC
is listed among top 10 Universities
FOR THE NORTH REGION (NRO)



PROUD TO BE PLACED IN
EXCELLENT BAND



World Institutional
RANKING



RANKED
5th
IN INDIA
FOR PATENTS

SHARDA SCHOOL OF MEDIA, FILM & ENTERTAINMENT

Sharda School of Media, Film and Entertainment is a temple of creativity that fuels the imagination of aspirational students and offers them a medium to convert their creativity into a career, with the help of an array of industry-recognised programs. The students not only get a chance to study at a world-class institution but also the exposure to prove their capabilities through their work.

Successful creative professionals and experts continuously work together to develop the student skills and equip them so they contribute to the thriving cultural and creative industries. The curriculum includes multiple research projects that are highly conceptual and allow the students with the opportunity to participate in creative, research-based learning according to the real-world design parameters.

SSMFE corporate partners commit to providing guidance, expertise, and feedback to the students through various industrial visits where they get to meet with industry professionals, get portfolio reviews, exercise their interviewing skills and receive an internship or job opportunity.

Objective:

- Develop skills to think about artistic & cultural interventions critically.
- Develop capacities to design, assess, enact, document and facilitate creative projects that contribute to the industry.
- Understand the fundamental concepts & the technological and creative processes underlying different theories of creative arts and media.
- Effectively research, develop, present, critically evaluate and give peer feedback on creative and scholarly work.

Key Highlights:

- Tie-up with 350+ leading global Universities providing the students with an opportunity to pursue a semester (free of cost) and pursue their research.
- Faculty from renowned Universities of USA, UK, Greece, Singapore, Japan, Russia, etc having cross-disciplinary viewpoints and cutting-edge research experience.

USP's of SMFE:

The Sharda School of Media, Film, and Entertainment (SSMFE) stands as a beacon of innovation and excellence, empowering aspiring media professionals to transform their creative aspirations into successful careers. Through its industry-acclaimed programs, SSMFE offers a dynamic platform for students to explore, experiment, and excel in diverse creative domains.

At SSMFE, students receive world-class education combined with experiential learning opportunities, including hands-on projects that allow them to showcase their talents and refine their skills. The school's curriculum is thoughtfully designed to align with contemporary trends in media, film, and entertainment, fostering a seamless integration of theoretical knowledge with practical application.

Recognizing the transformative impact of technology, SSMFE has integrated Artificial Intelligence (AI) into all its programs, ensuring that students are equipped with the skills and expertise required to meet industry demands. From AI-driven content creation to data analysis and immersive storytelling, students are trained to leverage cutting-edge tools and techniques, making them industry-ready professionals in the evolving media landscape.

Collaboration with seasoned professionals is a cornerstone of the SSMFE experience. Students benefit from mentorship, insights, and real-world exposure that prepare them to make impactful contributions to the ever-evolving cultural and creative industries. Cutting-edge research projects, integrated into the curriculum, encourage students to engage with visionary and practical challenges, equipping them to address real-world design and media solutions.

SSMFE also prioritizes industry engagement through strategic partnerships with leading corporations. Regular industrial visits, portfolio reviews, and career workshops enable students to connect directly with industry leaders, sharpen their interviewing skills, and explore pathways to internships and job placements. These initiatives ensure that graduates are well-prepared to thrive in competitive professional environments.

In an era defined by rapid advancements in digital media, artificial intelligence, and immersive storytelling, SSMFE remains at the forefront of academic and creative innovation. By fostering a culture of collaboration, creativity, and critical thinking, the school provides a nurturing environment where students are empowered to excel, innovate, and build meaningful careers in the global media landscape.



FACULTY THAT'S TRULY INSPIRING



Prof. (Dr.) Ritu S. Sood

Dean

Sharda School of Media, Film & Entertainment
Post Graduation in Mass Communication, Ph.D.



Mr. Sanjeev Sood

Professor
PG in Cinema (Spl.
Cinematography) FTII, Pune



Dr. Dhruv Sabharwal

Associate Professor &
School Coordinator
JMC, MBA, Ph.D



Dr. Mehak Jonjua

Professor
Ph.D., MA, MJMC



Mr. Rashid Hashmi

Professor
Ph.D.
(Mass Communication)



Prof. Abhishek Anand

Professor of Practice



Dr. Rajashree Adhikari

Associate Professor



Mr. Amit Singh

Assistant Professor,
Dy. CoE, MFA



Dr. Atul Arora

Assistant Professor
Ph.D.
(Mass Communication)



Dr. Mukta Martolia

Dr. Mukta Martolia &
Academic Coordinator
MAMC, UGC-NET, Ph.D



Dr. Sonali Srivastava

Assistant Professor, Station
Manager- Suno Sharda 90.8 FM
(Community Radio), MMC, Ph.D



Dr. Rajni Yadav

Assistant Professor
Ph.D.



Dr. Utsav Krishan Murari

Assistant Professor
Ph.D.



Mr. Mohammad Ashraf Ali

Assistant Professor
MA, UGC NET



Mr. Praveen Jain

Assistant Professor
MA, PG



Dr. Shrinkhala Upadhyaya

Assistant Professor
M.Sc., Ph.D.



Dr. Preeti Singh

Assistant Professor
Ph.D.



Mr. Pradeep Pandey

Assistant Professor
B.Tech. in Information
Technology



Dr. Shishir Kr. Singh

Assistant Professor
PhD., M. Phil



Ms. Deepali Verma

Assistant Professor



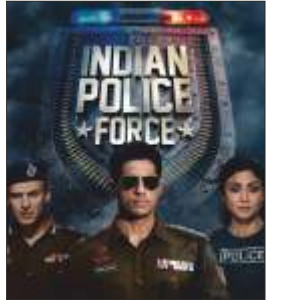
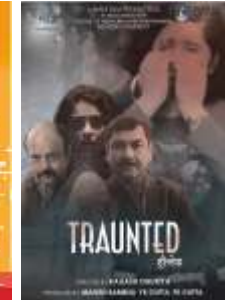
Mr. Sharad Sharma

Senior Technical Officer
Mass Communication

SHOOTING & SU CAMPUS LIVE CLASSROOM FOR SSMFE STUDENTS



SSMFE students gain real-world experience through film shooting on campus and working with industry stalwarts. This experiential learning approach enhances creativity, technical skills, and career readiness, bridging academics and industry seamlessly.



GREATER NOIDA KA APNA RADIO STATION 90.8 FM



Suno Sharda 90.8, Greater Noida's only community radio, was launched in December 16, 2015. It is a non-profit community radio station that serves the information requirements of residents in the surrounding area in the languages and formats that are best suited to the local environment. Suno Sharda is empanelled with the Directorate of Audio & Visual Publicity, Ministry of Information & Broadcasting, Government of India. Students come to the station for internships, not just from Sharda University, but from across the North India. People from the community are also encouraged to make radio shows at the station. Programming on Suno Sharda 90.8 MHz includes health, culture, law, local content, agriculture, women's empowerment, sanitation, social issues, legal education, folk music and real-life inspirational stories among others.

Signature programmes of Suno Sharda 90.8

- RADIO OPD: Interviews with Doctors
- PADEGA INDIA BADEGA INDIA: Educational programmes
- RAAGINI: Regional Music
- MERI SAKHI: Programmes related to women issue
- BAAT PATE KI: Innovation based programmes/Science & Technology/Unkown Facts
- QANOONI SALAH: Programme on legal awareness
- HAUNSLER KI DAGAR: Programmes in association with NGOs
- ZINDAGIEK SAFAR: Programmes on inspirational stories who have carved a name from themselves.

Partners: Suno Sharda 90.8 has worked with & been supported by a variety of governmental & non-governmental partners



SHARDA TV



- SHARDA TV was launched 2019.
- SHARDA TV provides a platform for practicing the technicalities of broadcast media and get exposure to a TV studio environment.
- Sharda TV is presented through the YouTube channel.
- SUNO SHARDA 90.8 was launched in 2015.
- Programming is by the students and the community members.
- Some of the popular programs are Dharti Meri Dharti, Radio OPD, Qanooni Salah, Zindagiek safar.



TOP CLASS LEARNING FACILITIES



Professional Cameras with Modern Lighting Equipment



High-end State-of-the-art TV Studio (Multicam Setup)



Multimedia Lab Equipped With Adobe Master Collection, Quark Express Pro, 3d Max, Maya Etc.



Well-Equipped Production Control Room (PCR)



MAC Video Editing Labs



Suno Sharda 90.8 Fm Radio Studio



High End Audio & Video Equipment



Professional Sony Video Cameras, Canon Cameras & Drone Shoot



INDUSTRY VISITS/ INTERNSHIPS/INDUSTRY CONNECT





PROGRAMMES OFFERED

- **B.A./B.A. (Hons./Research):**
Journalism & Mass Communication
- **B.A./B.A. (Hons./Research):**
Film Television & OTT Production
- **B.Sc./B.Sc. (Hons./Research):**
Animation, VFX and Gaming Design
- Specialisation in Animation & VFX
- Specialisation in Gaming Design
- **M.A.**
- Journalism & Mass Communication
- Advertising, Public Relations and Corporate Communication



B.A. – Journalism & Mass Communication **B.A. (Hons./Research) – Journalism & Mass Communication**

The Bachelor's Degree programme in Journalism and Mass Communication is exclusively designed to prepare students for continuously evolving media & communication industry. After successfully completing their BA-J&MC, the students will be ready to take on jobs as Radio Jockeys, Anchors, TV Broadcasters, Reporters, Copy Editors, Creative/Script Writers, Advertising Executives and PR/Corporate Communication Professionals.

DISCIPLINES: • Video recording production & Broadcasting • Entrepreneurship
• Digital and convergent media • Photography • Advertising & PR
• Radio Broadcasting, Programming & Podcasting • Mobile Film maker
• News Bulletin Management • Indian Polity & Society • Media Research
• Media Law & Ethics • Media Planning & Management • Data Journalism

PROGRAMME OUTLINE

- The course outline is prepared to offer a perfect blend of theoretical knowledge & practical exposure to the students.
- Each semester has perfect balance of theory and practical (jury) subjects.
- Students are encouraged to prepare portfolio, short films, and research projects as their assignments.
- Classroom & outdoor exercises are done to enhance their media communication skills.
- Regular industrial interactions and news channel visits are planned to provide hands on training/experience to the students.
- Special efforts are taken to improve speech and personality development of the students.

B.A. – Film Television & Ott Production **B.A. (Hons./Research) – Film Television & OTT Production**

The Bachelor's Degree programme in Film & Television Production aims to transform students into highly skilled workforce in the disciplines relating to Feature Films, Documentaries, Short Films, Corporate Films, Ad films, Digital Audio Visuals Productions, Television and Broadcasting industry. The programme is carefully structured to offer students a foundation for a strong career in film industry, digital as well as broadcasting industry. After successfully completing the B.A. (Film & Television Production), the student will be ready to grab opportunities as Film and Documentary producer, AD film maker, Corporate video production professional etc.

DISCIPLINES: • Video recording, production & broadcast • Cinema Appreciation
• Film direction, production and management • Audio Production & Radio Broadcast
• Anchoring & Presentation techniques • Creative writing • Theatre and Acting
• Digital AD Films and Video Production • Playback/Studio Sound and Mixing
• Motion Picture photography & Lighting

PROGRAMME OUTLINE: • The programme allows the students to learn conceptual and practical aspects of Filmmaking, Television and Broadcast industry right from the beginning.
• The programme provides the finest blend of media research, theory and practical.
• Students are encouraged to prepare portfolios, short films, documentaries, radio programmes and research papers as their assignments.
• Classroom learning and outdoor exercise / field visits are organized to enhance their media communication skills.
• Regular industry interactions, news channel visits are planned to provide hands on experience to the students.
• Renowned national and international guest speakers are invited to offer valuable training & suggestions to the students at regular intervals to update them with the latest in the field.





B.Sc. – Animation, VFX & Gaming Design

B.Sc. (Hons./Research) – Animation, VFX & Gaming Design (specialisation in Animation & VFX)

India's entertainment industry is mammoth in size, with over 800 TV channels and thousands of multiplex screens, and with this there is huge demand for digital content as well. From the times when India was an outsourcing destination for animation and VFX services to the times when there is huge demand for digitally manipulated content in the country's market, we have come a long way. In the age of the internet, the trend is expected to continue and aspirants who want to nurture their creative skills and bring astonishing visuals on the screen are expected to have knowledge and training in new-age software along with strong foundational knowledge in art. B.Sc. Animation and VFX programme offered by Sharda University is specially designed to ensure that students receive the right training to be successful in their careers.

DISCIPLINES: • Art & Design Fundamentals • Script & Storyboard • 2D & 3D Animation
• 3D Modeling & Texturing • Character Rigging & Animation • Lighting & Rendering
• Photography & Cinematography • Motion Graphics • Editing & Compositing
• Matchmoving • Visual Effects Techniques

PROGRAMME OUTLINE: • The programme aims to help the students understand the fascinating world of animation, VFX & motion graphics for film, broadcast & other media pads.
• The programme will train the students in two specific domains.
• First, they will understand basic story and design concepts related to Pre-production for Animation, VFX and Gaming.
• In addition to introducing students to the world of 3D digital art and VFX visualization, this programme exposes students to industry-relevant software.

B.Sc. – Animation, VFX & Gaming Design

B.Sc. (Hons./Research) – Animation, VFX & Gaming Design (specialisation in Gaming Design)

The programme aims to help the students understand the about the artistic gaming and narrative principles that make interactive experiences that professional game developers use in production environment. The duration of this programme is 3 years (6 Semesters). In addition, this programme exposes students to Industry relevant software. On successful completion of the programme, students can continue their learning further to a professional level developing games, interfaces, and other interactive experiences using the latest technologies like augmented reality/virtual reality.

DISCIPLINES: • Visual Design • Game Pre-Production • Computer Programming for Games
• UI/UX Design • 2D & 3D Game Design & Development • Digital Art • Level Design
• Game Environment • AR & VR • Game Publishing

PROGRAMME OUTLINE: • The programme will train, nurture and combine students' creative imagination with latest technologies to create games and experiences.
• The programme will focus heavily on student's communication skills, team work, critical and creative thinking and problem solving skills.
• The programme educates the students in the areas of digital media, digital arts, HCI, History and Theory of Games/Gaming, 2D and 3D graphics, simulation and modeling, user interface design, storytelling and narrative architecture, current best practices/developments in game design, on-line games, casual games, mobile games, educational games, serious and strategy games, and massively multi-player games etc.



M.A. – Journalism & Mass Communication

The Masters Degree programme in Journalism and Mass Communication aims to transform students into highly skilled media & communication professionals. The programme is carefully structured to offer the students a foundation for a strong career in media industry as well as media research. After successfully completing their MA-J&MC, the students will be ready to grab job opportunities as Radio Jockeys, Anchors, TV Broadcasters, Reporters, Copy Editors, Creative/Script Writers, Advertising Executives and PR/Corporate Communication Professionals.

DISCIPLINES: • Advanced Television Journalism, Production & Broadcasting
• Advanced Radio Broadcasting • Print Journalism • Digital Media • Data Journalism
• Photography • Media Research • Media Laws & Ethics • Media Planning & Management
• Advertising, PR & Corporate Comm. • Development Communication • Contemporary & International Affairs • Data Journalism • New Media Tools • Smartphone Film Making

PROGRAMME OUTLINE: • The programme allows the students to choose from specializations in the third semester.
• The programme provides specialization in three broad areas such as, Broadcast Media, Print & Online Media and Advertising & PR.
• The programme outline is prepared to offer a perfect blend of theoretical knowledge and practical exposure to the students.
• Each Semester has perfect balance of theory and practical subjects.
• Students are encouraged to prepare portfolio, short films, documentaries, radio programmes and research projects as their assignments.
• Classroom learning and outdoor exercises/Field visits are done to enhance their media communication skills.
• Personality Development Assistant is added advantage of this programme.

M.A. – Advertising, Public Relations & Corporate Communication

M.A. in Advertising & Public Relations is a specialized Master's degree programme which is designed to equip students with specialized skills to be Effective Communicators, Advertisers, PR professionals and Qualified Media Professionals. The programme is specifically designed to cater the requirements of rapidly changing advertising and PR industry.

DISCIPLINES: • Mass Communication • Applied Advertising • Media Productions
• Media Ownership • Marketing Research • Marketing Management • Consumer Behavior
• Media Planning & Management • Service & Retail Marketing • Digital Marketing
• Corporate Social Responsibilities • Campaign Management • Integrated Marketing Commu.
• Advertising, PR & Corporate Communications- Theories & Concepts
• Applied Public Relations & Corporate Communications

PROGRAMME OUTLINE: • The programme has been designed by top academicians and renowned Ad & PR professionals to ensure up-to-date coursework for the students.
• The specialized programme ensures broader career opportunities for the students in the relevant field.
• Students are encouraged to prepare advertising & PR Portfolio, Ad Films, Corporate Films and market research projects as their assignments.
• The programme outline is specifically planned to offer integrated marketing communication exposure to the students.
• Classroom and outdoor exercises are done to enhance their media communication skills.
• Regular industrial interactions and news channel visits are planned to provide hands on experience to the students.



INTERNSHIP & PLACEMENT



SSMFE maintains healthy and cordial relationships with a large numbers of media organisations, academics institutions & other industry professionals. As per our modern practical-centric curriculum, it allows our graduates to get a flavour of the real working atmosphere of media industry. Faculty members themselves are involved in the placement process. Balaji Films, CNN-IBN7, News 18, NDTV, Rediff fusion, India TV, Rajshri Production, Mudra group, Percept, PTC, India News, Big Synergy etc. are some of the companies who have provided on-job training & placements to our students. SSMFE has witnessed more than 90% placement after BA-J&MC & MA-J&MC.

RISEING ST★RS OF SHARDA



Nisha Khadka
B&C Medical College Teaching
Hospital & Research Centre



Shamim Zakaria
Xinhua News Agency



Ganesh Paelāy Gurung
Bhutan Foundation in
Washington DC



Luv Malik
ABP Network



Rohit Ojha
Aaj Tak



Kalim Ahmad
ALT News



Mohmadul Hasan
News Nine



Niropum Sakia
Actor in Xur Bahini & Musafir
TV Mini Series



Alok Shukla
Actor in
SAB MOH MAYA HA



Mansi Singh
Media & Entertainment
Skills Council



Manvendra Yadav
Tv9



Shriyansh Shukla
Social Network Group Limited



Sagar Baisoya
Founder-Ali Baba Caves
Lounge



Neha Farheen
Aaj Tak



Aman Tyagi
News Nation



Sahil Sharma
Founder & Director- Holotech



Apoorv Chaudhary
Founder, Tom a content
first, Creative Studio



Turvi Singh
University of Leeda



Shatakshi Swami
Zee Bihar Jharkhand



Pranjal Tiwari
Mindforce



Afzal Adeeb
UNICEF



Zerine Hossain
Filmmaker



Shree Kumar Bajpayee
Hindustan Hindi



Prince Rai
Inshorts



THE LARGEST INTEGRATED HEALTHCITY IN THE REGION

Sharda Care - Healthcity (A Unit of Sharda University, Sharda Hospital) is a cutting-edge, Multi-Super-Specialty Hospital delivering World-Class Medical Care. With 600+ beds and state- of-the-art facilities, we stand as a beacon of excellence in healthcare. Our commitment to innovation and Patient-Centric Care ensures that every individual receives the Highest Standards of Treatment. At Sharda Care - Healthcity, we redefine healthcare with compassion and expertise.

Legacy of 18+ Years | Doctors with 40+Years of Experience | 100000+ Surgeries | Trust of Patients from 80+ Countries

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AI enhanced MRI, CT scans, and X-rays, enabling faster, more accurate diagnosis of complex conditions like cancer and neurological disorders.



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A venture of Sharda Hospital

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AIZAWL

admission.aizawl@sharda.ac.in
+91-9311211519, +91-8826998009

ALIGARH

admission.aligarh@sharda.ac.in
+91-9411208786

BHOPAL

admission.bhopal@sharda.ac.in
+91-7428292470, +91-9205471858

CHENNAI

admission.chennai@sharda.ac.in
+91-9205471858, +91-8826998009

DEHRADUN

admission.dehradun@sharda.ac.in
+91-9205883454

DIMAPUR

admission.dimapur@sharda.ac.in
+91-8448897662, +91-8826998009

GUWAHATI

admission.guwahati@sharda.ac.in
+91-9205883450, +91-8826998009

HYDERABAD

admission.hyderabad@sharda.ac.in
+91-9205883452, +91-9205471858

IMPHAL

admission.imphal@sharda.ac.in
+91-8448897661, +91-9205883450

ITANAGAR

admission.itanagar@sharda.ac.in
+91-8448897663, +91-9205883450

KOCHI

admission.kochi@sharda.ac.in
+91-8800398726, +91-8826998009

KOLKATA

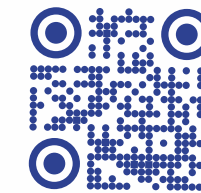
admission.kolkata@sharda.ac.in
+91-9205883455, +91-8448198392

LUCKNOW

admission.lucknow@sharda.ac.in
+91-9205883451, +91-8448198397

PATNA

admission.patna@sharda.ac.in
+91-9205883453, +91-8448198394



SHARDA UNIVERSITY CAMPUS
Plot No.32, 34, Knowledge Park III,
Greater Noida, UP-201310
E-mail: admission@sharda.ac.in
Website: www.sharda.ac.in
Helpline: 0120-4570000,
Ph.: 0120-4060210/11

RANCHI

admission.ranchi@sharda.ac.in
+91-9205883459

RUDRAPUR

admission.rudrapur@sharda.ac.in
+91-8448897664

SHILLONG

admission.shillong@sharda.ac.in
+91-9311211518

SRINAGAR

admission.srinagar@sharda.ac.in
+91-8800398724, +91-8826998009

SIKKIM

admission.sikkim@sharda.ac.in
+91-9205883458, +91-8826998009

VIJAYAWADA

admission.vijayawada@sharda.ac.in
+91-9948115999