



You Lead

DEEPAK CHOUDHARY

Managing Director

Founder & MD:

EVA Live (India & Middle East),
EVENTFAQS Media, BEW, WOW Awards Asia,
DOREMI Talent Management, Bollywood Music
Project, Windmill Festival, Social Nation, IGX,
BroTown & Edutainment Show

Co-Author: Staged





Dear Creators

Established in 2002, our first event education initiative aimed to fill the void of structured education and skilled professionals. From one school, this vision has now expanded globally.


MSEED empowers the next generation of leaders, creating a sustainable talent ecosystem for the industry. We nurture creativity & provide advanced learning tools in Event, Entertainment, Communication, and Design Management, and foster industry growth. Our work in festivals, communication campaigns, and design not only unites communities but also sparks intergenerational resonance and transformative interactions.

We aim to develop 'future-ready' professionals, making MSEED a launchpad for your dreams and ideas.

Welcome to MSEED—your gateway to mastering Events, Entertainment, Communication, and Design.

Deepak

Managing Director



Dear Future Leaders

Embark on your journey with MSEED, where creativity shapes industries. Our programs blend theory with practice, preparing you to lead with purpose and vision.

MSEED partners with Mumbai University and Bhavan's College, providing credible, industry-led learning. Our dual-degree programs and international partnerships enhance education with a global perspective and innovation.

MSEED promotes experiential learning through projects, internships, and workshops, ensuring active participation and excellence in creative industries. MSEED fosters diversity and inclusivity in a collaborative atmosphere at our eco-friendly Andheri campus.

Join MSEED to build legacies through education that impacts industries and entrepreneurship. Visit our campus and join our creative future-focused community.



Prof. Ujjwal K. Chowdhury
Director General

A portrait of Prof. Ujjwal K. Chowdhury, a middle-aged man with dark hair and glasses, wearing a dark blue shirt and a grey vest. He is standing with his arms crossed in a modern office setting. In the background, four other people are blurred, appearing to be in a meeting. A large blue and green graphic overlay is on the left side of the image, containing the text.

PROF. UJJWAL K. CHOWDHURY

Director General

Former Vice President, Washington University
of Science & Technology, Virginia, US
Former Pro Vice Chancellor,
Adamas University, Kolkata
Former Dean of Symbiosis (Pune) and Amity
University (Mumbai)



Step into MSEED, where dynamic leadership and forward-looking approaches equip you to drive significant changes and set new standards across various sectors.

VINOD JANARDHAN

Joint Managing Director

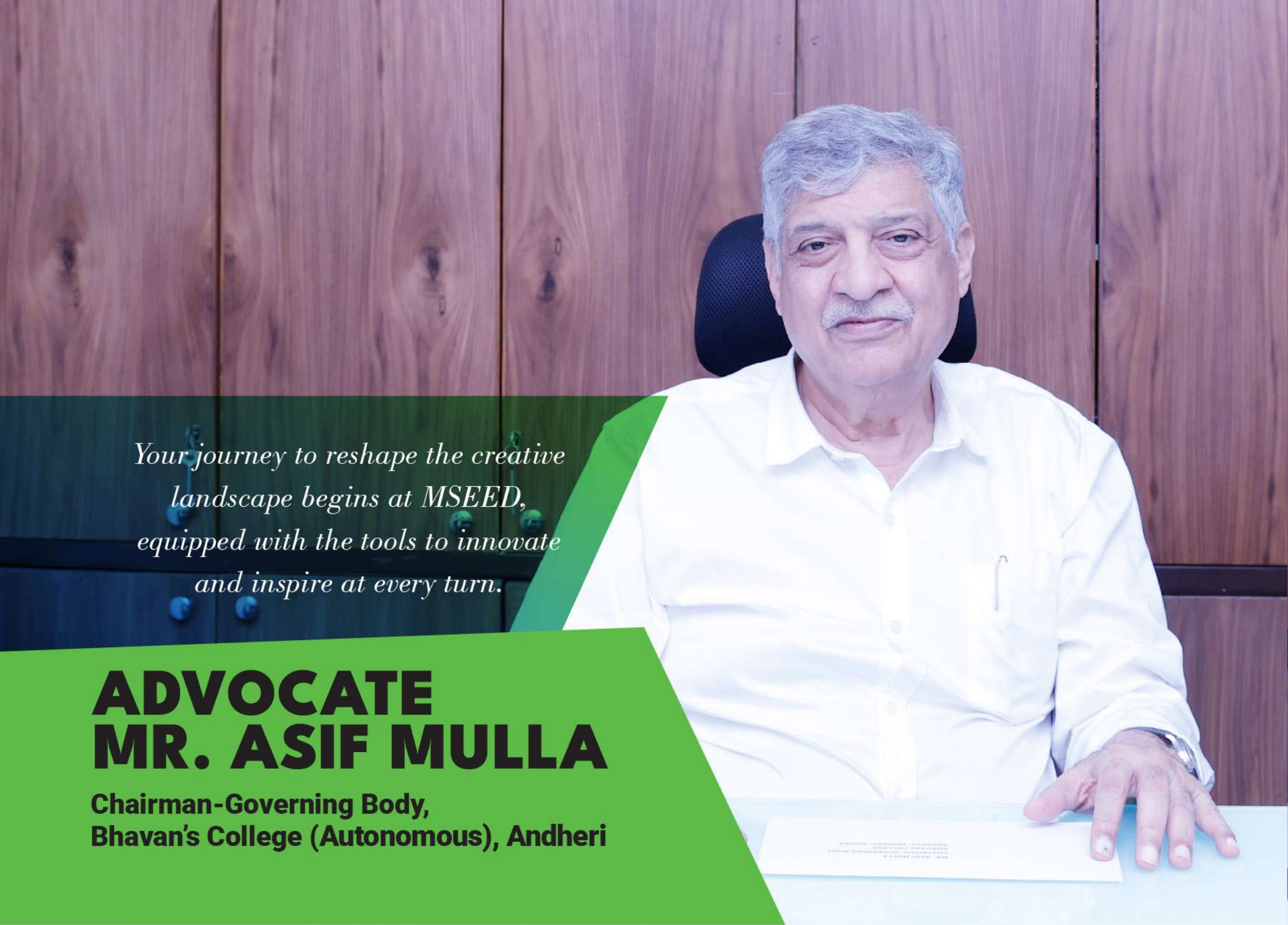
Team Rustic,
Shooting Starz,
Robust Events,
Eva Live & BEW

A woman with long dark hair, wearing a blue blazer over a black top, is holding a silver tablet. She is smiling and looking towards the camera. In the background, there is a large, stylized 'MSEED' logo in blue and white, set against a green foliage backdrop.

*Unlock your potential at MSEED,
where pioneering education and deep
industry connections empower you to
lead and innovate.*

**JIMMY
CHOUDHARY**
Director

Co-Founder:
WOW Awards, Shows Of India,
WEDFAQS, EVENTFAQS,
& Gourmet Luxe

A portrait of Mr. Asif Mulla, an older man with grey hair and a mustache, wearing a white button-down shirt. He is seated at a desk with his hands resting on a piece of paper. The background is a vertical wood-grain panel. A green diagonal graphic element separates the quote on the left from the title on the right.

*Your journey to reshape the creative
landscape begins at MSEED,
equipped with the tools to innovate
and inspire at every turn.*

ADVOCATE MR. ASIF MULLA

**Chairman-Governing Body,
Bhavan's College (Autonomous), Andheri**



*Welcome to MSEED, where
we empower you to transform
your creative visions into
reality and lead with innovation.*

PROF. DR. ZARINE P. BHATHENA

**Principal, Bhavan's College (Autonomous), Andheri
B.Sc, M.Sc, Ph.D (Microbiology)**



*Step into MSEED
and use cutting-edge tools
to create impactful
campaigns that boost
creativity, collaboration,
and engagement.*

**MUSTAFA
RANGOONWALA**

Director

MD & Founder: SNM Advertising



*Master immersive storytelling at
MSEED, shaping events and
entertainment narratives
inspired by industry leaders.*

CHIRAG SHAH

Director

Founder: Sixteen Forty Eight
Entertainment



*At MSEED, we combine
state-of-the-art technology with
creative education to prepare
you for ground-breaking careers
in events and design.*

JATEEN RAJPUT

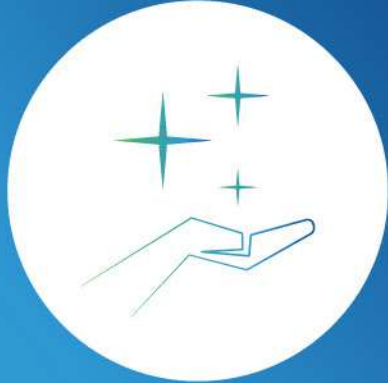
Executive Director

Founder: Consumer Links
Event Technologist, Academic Architect for
Programs & Courses at EMDI,
WWI School of Events, MICA

MSEED

MSEED EDUCATION.COM





PHILOSOPHY

Where creativity fuels progress and education inspires industry leadership.



VISION

Redefining creative industries with transformative education for global impact.



MISSION

Developing skilled innovators in events, entertainment, communication and design through practical learning.



FUTURE-READY CURRICULUM

MSEED leverages over three decades of experience to equip learners with innovative strategies in creative business and technology to be a future-ready, ever-evolving professional.

TRUST & CREDIBILITY

MSEED combines a proven track record, robust industry linkages, and a commitment to fostering next-generation leaders who will redefine creative experiences.



RENOWNED LEGACY

MSEED's leadership is known to be the knowledge partner and industry bridge when it comes to setting standards of innovation, credibility & value.

ACADEMIC EXCELLENCE

Led by top academic experts, MSEED programs integrate theory with modern media, communication, design, and experiential learning, focusing on global trends to keep students ahead.



Bhavan's College Campus:

A GREEN URBAN SANCTUARY

Step into Bhavan's College Campus at Andheri, a lush oasis amidst Mumbai's bustling energy. Century-old trees, swaying canopies, and serene walk-ways create a storybook setting where students forge their academic and creative journeys. Despite being minutes from the city's rush, the campus offers a peaceful retreat, blending nature with knowledge.

Lakes, palm-lined pathways, and vibrant gardens connect historic institutions like S.P. Jain Institute of Management and Research, Sardar Patel College of Engineering, and SIT, fostering an ecosystem where business meets innovation, and engineering blends with the arts. Bhavan's legacy in Science, Arts, Commerce, and vocational studies flourishes in this dynamic learning space.





At the heart of this thriving environment is MSEED, a creative hub seamlessly integrated into Bhavan's landscape. Surrounded by state-of-the-art facilities and tranquil courtyards, it inspires students to explore ideas, collaborate, and innovate in modern studios while staying connected to the campus's heritage.



Easily accessible via rail, metro, and road, Bhavan's campus offers the perfect balance of inspiration and convenience. It is a space where tradition meets progress, nurturing the next generation of creative visionaries in events, entertainment, communication, and design.



MUMBAI UNIVERSITY



MSEED combines industry connections with academic excellence, linking students to leaders and entrepreneurs nationwide. Believing in strong certification, all full-time degree programs are offered under Bhavan's College and affiliated with Mumbai University for credible, industry-relevant education.



Unimarconi
LA PRIMA UNIVERSITÀ
DIGITALE ITALIANA

The **Unimarconi** **MSEED** Alliance

MSEED's partnership with Unimarconi University Rome, Italy offers a unique blend of global online learning and on-campus sessions in Mumbai. Students can earn European degrees like an MBA in Fashion, Digital Marketing or Entrepreneurship, gaining international exposure, industry-driven training, and expanded career opportunities—without the need to relocate abroad.





Academic Program

EVENT MANAGEMENT

Event Management

The field of event management is burgeoning, offering expansive career opportunities for students driven by creativity and logistical precision. As the industry flourishes, integrating digital tools and global perspectives, students are equipped to orchestrate everything from exclusive corporate retreats and large public festivals to weddings and social gatherings. The curriculum bridges practical skills with strategic planning, preparing graduates to innovate and excel in creating exceptional experiences. This dynamic sector not only fosters professional growth but also demands adaptability and a keen understanding of diverse cultural and business environments, positioning students to lead and transform the global event landscape.

The programs offered in Event Management are:

- BA in Event Management^{*}
- MA in Event Management⁺
- Diploma in Event Management⁺
- Advanced PG Diploma in Event Management⁺

^{*}The Bachelor's program can be extended to the 4th year for Honours, in acceptance with the New Education Policy Guidelines, and if instructed by the Mumbai University.

⁺The Post-Graduate students have the option of completing a blended mode MBA from a bouquet of domains offered by the Unimarconi University of Rome, Italy.



BA in Event Management

This degree prepares you to manage and execute dynamic events across various industries, combining practical knowledge in event planning with a comprehensive understanding of design, media, and marketing principles.

Eligibility: 12th grade pass-out or similar

Duration: 3 Years

Awarded by: Mumbai University

Broad Program Outline:

Semester 01

- Event, Media & Design Management Fundamentals
- Fundamentals of Marketing & Marketing Communication
- Graphic Design & Advanced Computer Skills
- Evolution of Indian Entertainment & Art
- Business & Professional Communication
- Environmental Studies & SDGs
- **Choose Any 2:**
 - a. Typography & Colour Theory
 - b. Human Psychology
 - c. Business of TV & OTT
 - d. Data Science

Semester 02

- Event Management Scenarios
- Business Accounting
- Event Production Design & Technicals (Introduction)
- Public Speaking & Verbal Communication
- Indian Event Laws & Regulations
- Theatre Based Events
- **Choose any 1:**
 - a. Sports- Fundamentals of Gaming & Esports Development
 - b. Industrial and Organisational Psychology Fundamentals
- **Choose any 1:**
 - a. Radio, Podcasting & Sonic Advertising
 - b. Cryptography

Semester 03

- Event Sales & Marketing, Sponsorship & Budgeting
- Event Management Conceptualisation to Execution
- Intellectual Property Management
- Expos, Conclaves, Conventions & Knowledge Seminars
- Event Tech. & Production I
- Emerging Media Tools
- Creative Writing
- **Choose Any 1:**
 - a. Sports - Broadcasting, Fan Engagement & Experiences
 - b. Market Research, Account Planning & Strategic Management

Live Project:
Management Internship

Semester 04

- Corporate Events & Social Events
- Religious, Govt, Political & Community Events
- Experiential & Curated Brand Experiences
- Event Tech & Production II
- Digital Communication Tools
- Corporate Social Responsibility
- **Choose Any 1:**
 - a. Retail Management
 - b. Mobile App Development

Semester 05

- Televised Events
- Award Shows, Reward & Recognition Programmes & Gala Dinners
- Rural, Urban, OOH & Activations
- Artist / Vendor-Partner Management & Contracting
- **Choose any 1:**
 - a. Experiential and Immersive Media
 - b. Event Management Software
 - c. Event Tech & Production III
 - d. Project Management of a Live Event

Semester 06

- Event Management - Retail and Luxury Events
- MICE and Destination Management
- Wedding Planning & Wedding Management
- Project Management & Business Development
- **Choose Any 1:**
 - a. Entrepreneurship & Enterprise Management
 - b. Global Event Scenarios
 - c. Tourism and Culture Marketing
 - d. Production and Operations of a Live Event Project

Field Project:
Event Industry Internship

MA in Event Management

Designed for aspiring leaders, this Master's program focuses on strategic innovation and global event trends. It fosters critical thinking and decision-making skills necessary for top-level management positions in the international event landscape.

Eligibility: Graduation in any discipline

Duration: 2 Years

Awarded by: Mumbai University

Broad Program Outline:

Semester 01

- Events & Experiential Marketing
- Event Management Scenarios
- Event Laws, Taxation, Insurance Accounting
- Event Production
- Research in Strategic Brand Management & Account Planning
- **Electives (Choose any 1):**
 - a. Communication Skills & Personal Image Management
 - b. Advanced Computer Skills & Digital Marketing

Field Project:
Event Content & Creative Workshop

Semester 03

- Curated Festivals, Concerts, IPs & Branded Events
- Hotels, Banquets, Resorts, and Catered Events
- Virtual, Digital & Hybrid Events
- Stage, Audience & Event Access Management
- **Electives (Choose any 1):**
 - a. Professional Exhibition Organising and Management
 - b. Corporate Events & Product Launches

Field Project:
Events in Ambient Media

Semester 02

- Event Sales, Sponsorship, Budgeting & Event Financing
- Govt Events, Festivals & Community-Based Events
- Activation & Entertainment Commerce
- Show Direction, Show Running, and Show Management
- **Electives (Choose any 1):**
 - a. Sports Marketing & Sports Management
 - b. PR, Media & Influencer Events

Field Project:
Destination Management & MICE Operations

Semester 04

- Award Shows, Reward Programmes
- Event Entrepreneurship
- Wedding Planning and Wedding Management
- Safety, Wellness, and Human Relations Management
- **Electives (Choose any 1):**
 - a. Global Event Scenarios
 - b. International Events

Field Project:
Dissertation and Live Event Management Project



Diploma in Event Management

Start your journey into the event industry with practical training in event design, client servicing, production and logistics. This course shapes future professionals ready to handle everything from weddings to corporate events, giving a competitive edge early in your career.

Eligibility: 12th grade pass-out or similar

Duration: 1 Year

Broad Program Outline:

Awarded by: Bhavan's College (Autonomous) + MSEED

Semester 01

- Introduction to Event Management & Live Entertainment
- Fundamentals of Experiential Marketing
- Understanding the Business of Events
- Building Events Through Integrated Marketing & Branding
- Event Planning - Client Brief to Execution
- Event Technology: Sound, Special Effects Lighting, and Video Projection Systems
- Event Logistics Planning: Production, Staging, Trussing, Rigging, On-stage & Back-stage Management

Field Project:

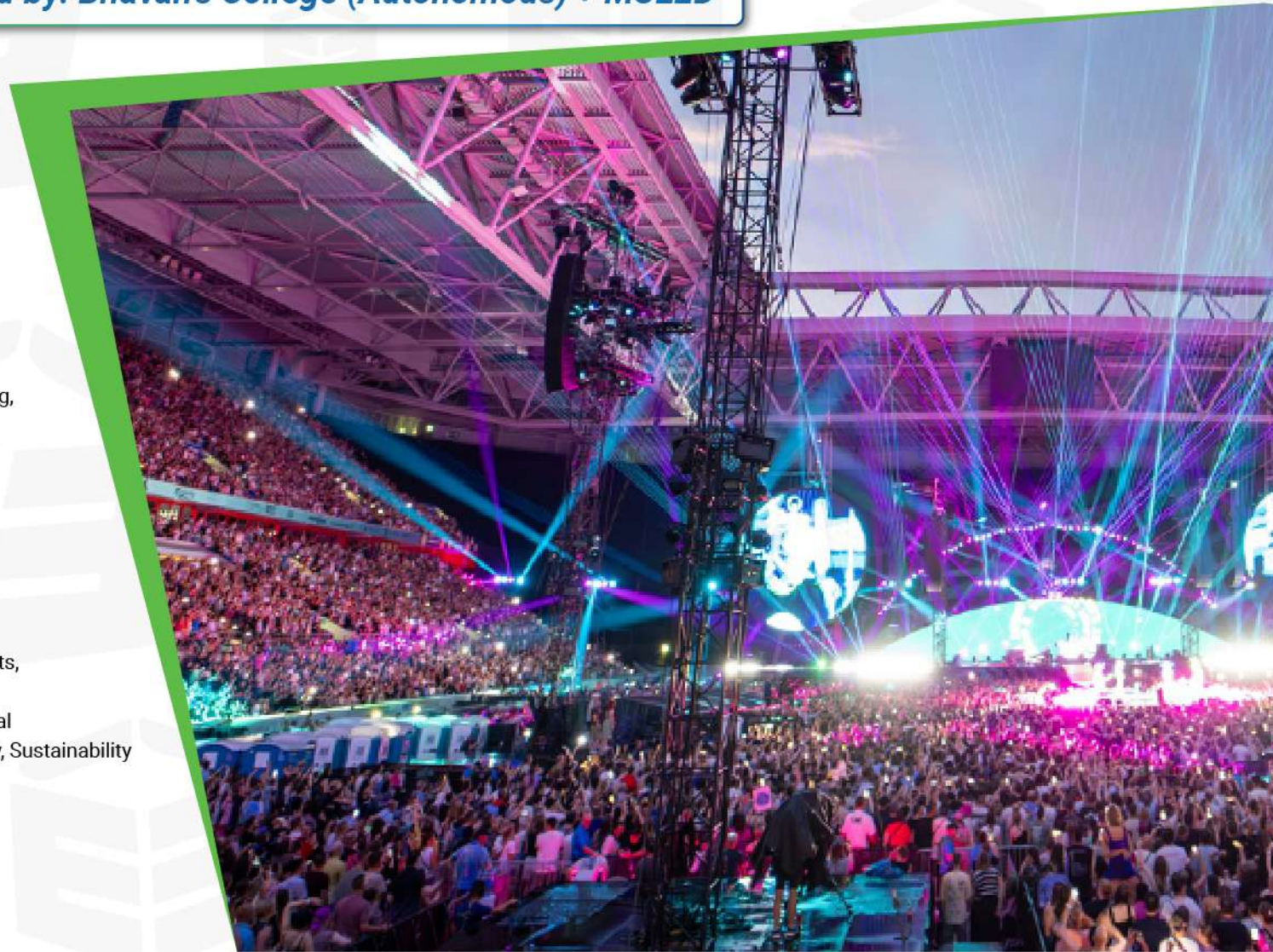
Live Production Internship

Semester 02

- Events & Other Media: Digital & Social Media Communication, Television & Broadcast Events
- Future of Live Events: Wedding Planning, Virtual & Hybrid Events, AI in Events
- Workshops & Masterclass Sessions: Business and Professional Communications, Effective Presentation Skills, Health & Safety, Sustainability & Environmental Studies, Event Licenses and Permissions
- Event Resource Management

Field Project:

Live Production Internship



Advanced PG Diploma in Event Management

Elevate your credentials with advanced strategies in event management & experiential marketing. Tailored for ambitious individuals, this course enhances your strategic thinking and prepares you for managerial roles, focusing on large-scale event execution.

Eligibility: Graduation in any discipline

Duration: 1 Year

Awarded by: Bhavan's College (Autonomous) + MSEED

Broad Program Outline:

Semester 01

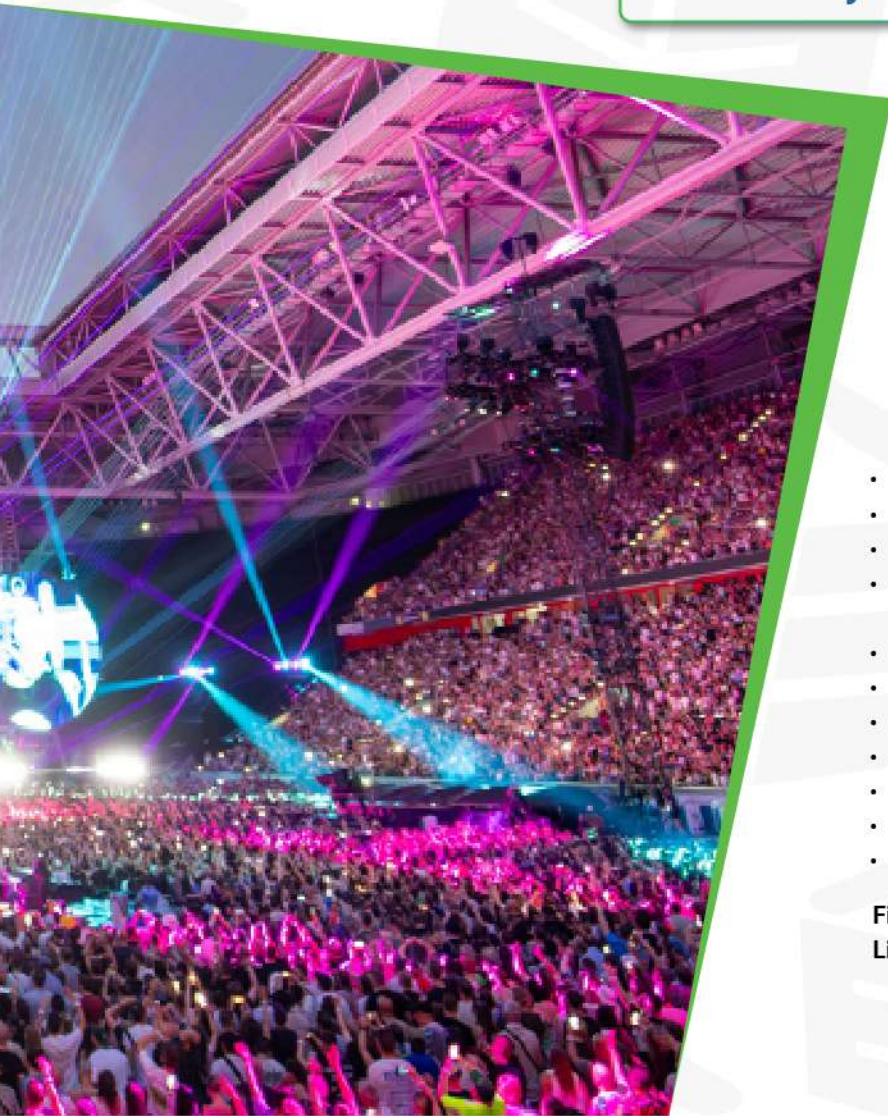
- Event Management Scenarios & Types of Events
- Developing an Event & Experiential Strategy
- Marketing & Sponsorship
- Digital Marketing and Artificial Intelligence Applications
- Introduction to Product Design
- Fundamentals of Technical Production
- Meetings, Incentives, Conferences, Exhibitions
- Global Destination Events
- Event Laws and Insurance
- Event Licenses and Permissions
- Marketing Communication & Presentation Skills

Field Project:
Live Production Internship

Semester 02

- Corporate Events
- Rural and Urban Brand Activations
- Wedding Planning & Management
- Introduction to Sports Marketing and Management
- Venue Management - Banquet Halls, Stadiums, Resorts
- Fundamentals of Technical Production - II
- Multi Discipline Pitch Techniques
- Emerging Media Tools
- Immersive Media Applications
- Concerts, Festivals & Large Format Events
- Award Functions & Televised Events

Field Project:
Event Creation Internship



Meet MSEED's Event Management Board of Studies & Faculty

The Event Management department at MSEED features faculty with extensive experience in events and higher education. Our instructors, from corporate planning, entertainment, sports, and luxury coordination, bring unique skills and insights. They mentor students through workshops, live projects, and sessions, covering the latest trends and technologies. This comprehensive education prepares students to innovate and lead in the dynamic world of event management.





Mr. Jateen Rajput
Exec. Director & Dean,
MSEED

**Head of Department
(Chairperson)**



Dr. Zarine Bhathena
Principal,
Bhavan's College

**Department
Faculty Member**



Mr. Daryl Suchitha
Academic Head - Events,
MSEED

**Department
Faculty Member**



Ms. Charmi Chhagani
HoD, BMM,
Bhavan's College

**Department
Faculty Member**



Mr. Nicky Bidani
Visiting Faculty,
MSEED

**Department
Faculty Member**



Mrs. Mona Kothari
Visiting Faculty,
MSEED

**Department
Faculty Member**



Mrs. Vandana Kakar
Visiting Faculty,
MSEED

**Department
Faculty Member**



Mr. Hemant Matai
Founder,
Trinity Entertainment

**External Subject
Expert**



Mr. Sushant Waidande
Sr. Creative Director,
Hyperlink Brand Solutions

**External Subject
Expert**



Prof. Sabira Fernandes
Faculty,
BSS Garware, Mumbai University

**Vice Chancellor (MU)-
Nominated Uni. Expert**



Mr. J. Krishnamurthy
Chief Editor,
EVENTFAQS

**Industry/Corporate
Sector Representative**



Mr. Chirag Shah
Founder,
Sixteen Forty Eight Entertainment

**College Alumni
Member**



Mr. Dominic D'souza
Consultant, IP & Legal,
Ex-Head of Legal, Balaji Telefilms

**External Expert for
Special Course**



Mr. Vinod Janardhan
Founder & Director,
Team Rustic

**External Expert for
Special Course**



Prof. Dr. Heena K. Bijli
Professor,
School of Continuing Education, IGNOU

**External Subject Expert,
National Institution**



ENTERTAINMENT & COMMUNICATION *MANAGEMENT*

Academic Program



Entertainment & Communication Management

Entertainment and communication management is at the forefront of shaping media and public engagement in the digital era. Learners in this field are prepared to manage & sell complex media productions, navigate evolving digital landscapes, and engage global audiences effectively. They are trained to harness storytelling power, leverage emerging media platforms, and develop strategic content that resonates culturally and commercially. This sector's rapid growth offers students a platform to influence entertainment and communication trends actively, making it a perfect match for those with a passion for media, innovation, and audience interaction in a continually changing global environment.

The programs offered by Entertainment & Communication Management are:

- BA in Entertainment & Communication Management^{*}
- MA in Entertainment Management or Communication Management⁺
- Advanced PG Diploma in Brand & Communication Management⁺
- Advanced PG Diploma in Entertainment Business Management⁺

^{*}The Bachelor's program can be extended to the 4th year for Honours, in acceptance with the New Education Policy Guidelines, and if instructed by the Mumbai University.

⁺The Post-Graduate students have the option of completing a blended mode MBA from a bouquet of domains offered by the Unimarconi University of Rome, Italy.

BA in Entertainment & Communication Management

Dive into the dynamics of the entertainment industry and communication technologies. This degree blends theoretical knowledge with practical insights, equipping you with the tools to manage and innovate in the fast-paced world of media and entertainment.

Eligibility: 12th grade pass-out or similar

Duration: 3 Years

Awarded by: Mumbai University

Broad Program Outline:

Semester 01

- Basics of Event, Media & Design Management
- Introduction to Marketing & Marketing Communication
- Advanced Computer Operations & Graphics
- Entertainment & Art in India
- Professional Communication
- SDGs & Environment
- **Choose Any 2:**
 - a. Introduction to Colour Theory & Typography
 - b. Basics of Human Psychology
 - c. TV & OTT Management
 - d. Media and Data Science

Semester 02

- Media Literacy
- Brand Management
- Digital Marketing & Creative Writing
- Business Communication & Public Speaking Skills
- Media Laws and Ethics
- Theatre Workshop and Production
- **Choose any 1:**
 - a. Digital Film-making Overview
 - b. Consumer Behaviour and Insights
- **Choose any 1:**
 - a. Indian Political Economy
 - b. Indian Constitution

Semester 03

- Mobile Content Management
- Public Relations Management
- Research and Analytics
- Film Technicals and Production
- Emerging Media Tools
- Media Data & Cyber Security
- Design Internship (Social Sector)
- **Choose Any 1:**
 - a. Media Finance & Budgeting
 - b. Indian Economics

Field Project:

Major/Media, Entertainment Focused

Semester 04

- Advertising Campaign & Evaluation
- Television Programming & Production
- Business Analytics & Strategic Management
- Video Post Production Skills
- AI Tools in Media
- Negotiation Skills
- Corporate Social Responsibility
- **Choose Any 1:**
 - a. Retail Management & Branding
 - b. Emerging Tech & Media

Semester 05

- Media Entrepreneurship & Innovation
- Theories & History of Cinema
- Rural versus Urban Marketing & OOH
- Media HR
- Research & Media Content Testing
- Research Report Project
- **Choose any 1:**
 - a. Tourism and Culture Marketing
 - b. Entertainment Marketing

Semester 06

- Global Media Literacy Movement
- Advanced Forms of Writing
- Brand Manual Production
- Media Enterprise Management & Sales
- Major Audio-visual Production Project
- **Choose Any 1:**
 - a. Experiential and Immersive Media
 - b. Design Softwares

Field Project:

Media Industry Internship

MA in Entertainment Management or Communication Management

Focus on high-level strategic planning and management within the entertainment industry. This program develops your understanding of global media trends and equips you with the skills to lead in the evolving landscape of media and entertainment.

Eligibility: Graduation in any discipline

Duration: 2 Years

Awarded by: Mumbai University



Broad Program Outline:

Year 1 Semester 01

- IMC in Digital Age
- Multi-media Story-telling
- Media Literacy
- Research Methods & Project
- Effective Communication & Presentations
- Media Outreach (Event/Film/Web)
- **Electives (Choose any 1):**
 - a. Digital Marketing
 - b. AI & Communication

Year 1 Semester 02

- Content Development & Management
- Media Business & Management
- Brand Management & Communication
- Audio-visual Production
- **Electives (Choose any 1):**
 - a. Sports Marketing & Sports Management
 - b. PR, Media & Influencer Events

Internship (Media/Social Organization)
Live Social Media Campaign

Year 2 (Specializations - Entertainment Management)

Semester 03

- Entertainment Laws & Ethics
- Films Marketing & Sales
- Digital Assets Management & AI Tools
- Creator Economy Content Production
- **Electives (Choose any 1):**
 - a. Game Design & Development
 - b. Set & Costume Design

Live Social Communication Research Project

Semester 04

- Television & Radio Business Management
- Entertainment Entrepreneurship
- Entertainment Writing
- Radio Production & Broadcasting
- **Electives (Choose any 1):**
 - a. Entertainment Brand Management
 - b. Entertainment Sales

Final Industry Internship:
Field-based Dissertation

Year 2 (Specializations - Communication Management)

Semester 03

- Consumer Behaviour & Insights
- PR and Reputation Management
- Digital Assets Management & AI Tools
- SEO Savvy Content Production
- **Electives (Choose any 1):**
 - a. Human Resources Development
 - b. Marketing Management

Live Social Communication Research Project

Semester 04

- Advanced Advertising Campaign Management
- Events & Experiential Marketing
- Corporate Communication
- Mobile & App Marketing Skills
- **Electives (Choose any 1):**
 - a. Audience Measurements
 - b. Marketing Technology (MarTech)

Final Industry Internship:
Field-based Dissertation

Advanced PG Diploma in Brand & Communication Management

The program equips professionals with expertise in digital marketing, brand management, and strategic communication, leveraging AI, SEO, and data analytics to create impactful brand narratives and enhance digital presence in the global market.

Eligibility: Graduation in any discipline

Duration: 1 Year

Awarded by: Bhavan's College (Autonomous) + MSEED

Broad Program Outline:

Semester 01

- IMC in Digital Age
- Digital Marketing & Sales
- Brand Management in the Digital Age
- Research in Consumer Behaviour & Insights
- Digital Content & Multi-media Story Telling Skills
- Artificial Intelligence
- Presentation & Communication Skills
- **Electives (Choose any 2):**
 - a. Public Relations
 - b. Event Management
 - c. Corporate Communication
 - d. Mobile Marketing & App Marketing

Semester 02

- Strategic Brand Communication
- AI Powered Marketing & Automation
- Global Marketing & Cross-Cultural Communication
- Ecommerce Marketing & Strategy
- SEO & SEM
- Digital Ethics & Responsibility
- Data Analytics
- **Electives (Choose any 2):**
 - a. Digital PR & Reputation
 - b. Conversion Rate Optimization
 - c. Influencer Marketing
 - d. Social Media Analytics and Marketing



Advanced PG Diploma in Entertainment Business Management

The program prepares professionals for leadership in entertainment, covering film, TV, digital media, and entrepreneurship. Students gain hands-on experience in media production, AI, and strategic content creation, blending creativity, business, and technology.

Eligibility: Graduation in any discipline

Duration: 1 Year

Awarded by: Bhavan's College (Autonomous) + MSEED

Broad Program Outline:

Semester 01

- Fundamentals of Film & Television Production
- Media Business & Management
- Radio Production & Management
- Digital Marketing for Entertainment
- Multi-purpose Screenwriting
- Artificial Intelligence
- Advanced Presentation & Communication Skills
- **Electives (Choose any 2):**
 - a. Introduction to Animation
 - b. Music Production
 - c. Visual Effects Fundamentals
 - d. Introduction to Game Design and Development

Semester 02

- Advanced Film & Television Business
- Entertainment Laws & Ethics
- Digital Content Creation and Strategy
- Entertainment Entrepreneurship Management
- Documentary & Non-fiction Business
- Global Media & Cultural Studies
- Critical Thinking & Problem Solving
- **Electives (Choose any 2):**
 - a. Editing & Post Production
 - b. Interactive Story-telling
 - c. Mobile Film-making
 - d. Sound Design for Film & TV



A woman with long dark hair in a ponytail, wearing a beige blazer and large black headphones, is seated at a wooden desk, smiling and looking towards a man. The man has a beard, is wearing a grey t-shirt and large black headphones, and is also seated at the desk. They are in a recording studio with dark, textured acoustic panels on the walls. Professional microphones on boom arms are positioned in front of them. A glass of water is on the desk in front of the woman.

Discover MSEED's Entertainment & Communication Management Board of Studies & Faculty

The Entertainment and Communication Management faculty at MSEED includes professionals and academics from media, entertainment, and communications. With experience in television, digital media, public relations, and corporate communications, they equip students with relevant skills and insights. Through projects, case studies, and guest lectures, they promote innovation and strategic thinking. This comprehensive approach prepares students to excel in these dynamic industries, shaping the future of media and communications.



Prof Ujjwal K Chowdhury

Director General,
MSED

**Head of Department
(Chairperson)**



Dr. Zarine Bhathena

Principal,
Bhavan's College

**Department
Faculty Member**



Mr. Partha Pratim Samanta

Assistant Professor,
Auro University

**Department
Faculty Member**



Dr. Priyanka Mehantalia

Academic & Consumer Researcher

**Department
Faculty Member**



Dr. Ajay Kamble

Professor,
Bhavan's College

**Department
Faculty Member**



Prof. Ravi Mishra

Professor,
Bhavan's College

**Department
Faculty Member**



Prof. Dr Ambrish Saxena

Professor,
South Asian University

**External Subject
Expert**



Prof. Dr KG Suresh

Professor, Emeritus,
Apeejay Institute of Media & Comm.

**External Subject
Expert**



Mr. Sanjeet Saha

Director,
Jio Star Media

**Industry/Corporate
Sector Representative**



Mr. Chirag Shah

Founder,
Sixteen Forty Eight Entertainment

**College Alumni
Member**



Mr. Ketan Vaidya

Head Communitaions,
Navi Mumbai Airport

**External Expert for
Special Course**



Mr. Vinod Janardan

Founder & Director,
Team Rustic

**External Expert for
Special Course**



Prof Dr Arbind Sinha

Former Dean,
MICA

**External Subject Expert,
National Institution**

Academic Program

design Management

A collaborative design studio scene. In the foreground, a woman with long dark hair in a ponytail, wearing a green t-shirt, is seated and using a large digital tablet. Behind her, another woman with long dark hair is looking on. To the right, a man with a beard and glasses, wearing a brown shirt, is standing and looking at a computer monitor. The monitor displays a 3D architectural rendering of a room. In the background, a large screen shows a complex geometric wireframe diagram. The setting is a modern studio with a brick wall and large windows.



Design Management

Design management fuses artistic vision with strategic business acumen, preparing students to drive innovation across various design-based industries. Aspiring design managers learn to influence consumer behavior and craft market-leading products through effective design. The discipline emphasizes understanding user experiences, enhancing brand identity, and leveraging design for competitive advantage. With the industry's push towards sustainability and user-centric designs, students are poised to become pivotal in shaping future trends and practices. This career path promises a blend of creativity and impactful decision-making, ideal for those looking to leave a significant mark on technology, fashion, and beyond, even integrating AI applications in design.

The programs offered by Design Management are:

- **BA in Design Management^{*}**
- **MA in Design Management⁺**
- **Advanced PG Diploma in Fashion Business Management⁺**

^{*}The Bachelor's program can be extended to the 4th year for Honours, in acceptance with the New Education Policy Guidelines, and if instructed by the Mumbai University.

⁺The Post-Graduate students have the option of completing a blended mode MBA from a bouquet of domains offered by the Unimarconi University of Rome, Italy.

BA in Design Management

Develop a comprehensive understanding of design principles coupled with strong management skills. This degree prepares you to lead design projects across various industries, emphasizing innovative problem-solving and creative strategy implementation.

Eligibility: 12th grade pass-out or similar

Duration: 3 Years

Awarded by: Mumbai University

Broad Program Outline:

Semester 01

- Introduction to Event, Media & Design
- Marketing & Marketing Communication
- Graphics & Computer Skills
- Indian Entertainment & Art
- Communication & Business
- SDGs & Ecology
- **Choose Any 2:**
 - a. Fundamentals of Typography & Colour Theory
 - b. Human Psychology Introduced
 - c. Management TV & OTT
 - d. Data Science and Design

Semester 02

- Design Theory & History
- Drawing & Visualization
- Storytelling & Digital Design
- Presentation & Communication Skills
- Design Law & Ethics
- Design Workshop
- **Choose any 2:**
 - a. Material Science & Technology
 - b. Introduction to Programming
 - c. Sustainable Lifestyle Practices
 - d. Social Impact Communication

Semester 03

- Prototyping & Model Making
- Applied Design Thinking
- Advanced Digital Design Tools
- Photography & Videography
- Project Management for Designers
- Design Outreach
- **Choose Any 1:**
 - a. Motion Graphics & Animation
 - b. Game Design
- **Choose Any 1:**
 - a. Consumer Behaviour & Marketing
 - b. Research Methods

Field Project:
Design Internship (Social Sector)

Semester 04

- Product Design & Development
- Branding & Visual Identity
- 3D Modeling & Animation
- Design Writing & Communication
- Sustainable Design Practices
- Design Entrepreneurship
- **Choose Any 1:**
 - a. Events & Experiential Marketing
 - b. MICE & Expos
- **Choose Any 1:**
 - a. Digital Marketing
 - b. Semiotics & Visual Culture

Semester 05

- Data Visualization & Analytics
- Service & UI-UX Design
- Design Management & Strategy
- Social Media Design
- Design Research Project
- **Choose Any 1:**
 - a. Urban Development & Planning
 - b. Introduction to Architecture
- **Choose Any 1:**
 - a. History of Modern Art
 - b. Introduction to Aesthetics & Culture

Semester 06

- Fashion Design Management
- Design Leadership & Entrepreneurship
- Global Design Business
- Interactive Media Design Project
- Internship in a Design Organization
- **Choose Any 1:**
 - a. Emerging Tech (AI-ML, Cybersecurity)
 - b. Healthcare Communication
- **Choose Any 1:**
 - a. Contemporary Art & Design Theory
 - b. Ethics & Technology

MA in Design Management

Advance your expertise in integrating design and strategic management. This Master's program enhances your ability to lead design teams and projects, fostering a deep understanding of design thinking and its impact on business growth.

Eligibility: Graduation in any discipline

Duration: 2 Years

Awarded by: Mumbai University

Broad Program Outline:

Semester 01

- Design Thinking and Innovation
- Design History and Theory
- Design Management Fundamentals
- Research Methods & Design Project
- Effective Communication & Presentations
- Design Outreach (Event/Prototype/Product)
- **Electives (Choose any 1):**
 - a. Sustainable Design Practices
 - b. AI and Design

Semester 02

- Design Strategy & Planning
- Design Leadership and Management
- Design Economics & Business Models
- Design Softwares (4)
- **Electives (Choose any 1):**
 - a. User-centric Design Management
 - b. Fashion Design Management

Internship (Design/Social Organization)
Live Social Design Project

Semester 03

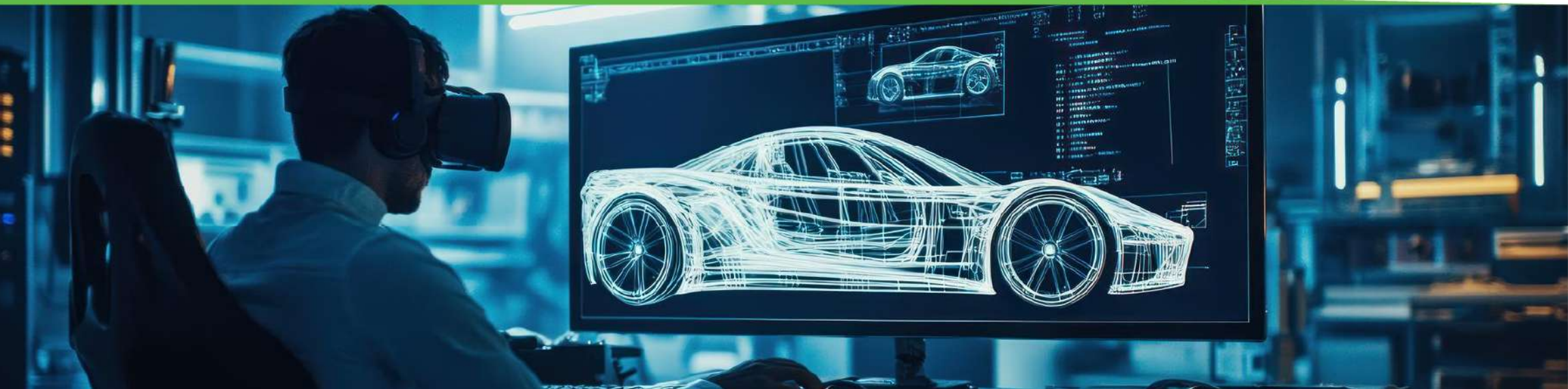
- Design Brand Management
- Design for Social Innovation
- Design Law and Intellectual Property
- Creator Economy Design & Content
- **Electives (Choose any 1):**
 - a. Game Design & Development
 - b. Set & Costume Design

Live Commercial Design Project

Semester 04

- Strategic Design Management
- Design Entrepreneurship & Innovation
- Design Marketing & Sales
- Project Management for Design
- **Electives (Choose any 1):**
 - a. Service Design
 - b. Design Futures

Final Industry Internship:
Field-based Dissertation



Post Graduate Advanced Diploma in Fashion Business Management

This intensive program is designed to equip individuals with comprehensive knowledge and skills in the fashion industry, focusing on business strategies, marketing, exports, retail management, and the integration of technology in fashion.

Eligibility: Graduation in any discipline

Duration: 1 Year

Awarded by: Bhavan's College (Autonomous) + MSEED

Broad Program Outline:

Semester 01

- Fashion Business Fundamentals
- Fashion Marketing & Communications
- Fashion Retail Management
- Fashion Styling & Visual Merchandising
- Fashion Industry Software & Analytics
- Creative Industries & Cultural Trends
- Presentation & Communication Skills
- **Electives (Choose any 2):**
 - a. Sustainable Fashion Practices
 - b. Luxury Brand Management
 - c. Fashion Ecommerce & Digital Marketing
 - d. Fashion Laws and Ethics

Semester 02

- Fashion Supply Chain Management
- Fashion Entrepreneurship & Business Planning
- International Fashion Markets
- Fashion Portfolio Development
- Financial Management of Fashion Businesses
- Future of Fashion & Technology
- Negotiation & Conflict Resolution
- **Electives (Choose any 2):**
 - a. Fashion PR & Communication
 - b. Fashion Buying & Merchandising
 - c. Fashion Photography & Visual Communication
 - d. Corporate Social Responsibility in Fashion



A man with a beard, wearing a light-colored patterned shirt, stands on the left side of the frame, gesturing with his hands as if presenting. He is facing a group of students seated in the foreground. The students are seen from behind, looking towards the presenter. The room has white brick walls, large windows with potted plants on the sill, and a large screen displaying text in the background. A green diagonal overlay covers the bottom left corner, and a blue diagonal overlay covers the bottom right corner.

Presenting MSEED's Design Management Board of Studies & Faculty

The Design Management faculty at MSEED includes experts in product design, strategic innovation, and creative leadership. With a wealth of experience, they offer practical insights through projects, case studies, and guest lectures. This dynamic learning environment fosters creativity and strategic problem-solving, preparing students to lead and innovate in the evolving design industry.



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Director General,
MSEED

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(Chairperson)**



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Auro University

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Prof Ramesh Deshpande

Professor,
Bhavan's College

**Department
Faculty Member**



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Professor,
South Asian University

**External Subject
Expert**



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Founding Director,
CMR University Design School

**External Subject
Expert**



Ms. Gauri Sharma Tikoo

HOD Design,
CODE Design

**Industry/Corporate
Sector Representative**



Mr. Chirag Shah

Founder,
Sixteen Forty Eight Entertainment

**College Alumni
Member**



Dr Sweta Chaudhary

Founder,
CODE Design

**External Expert for
Special Course**



Mr. Vinod Janardhan

Founder & Director,
Team Rustic

**External Expert for
Special Course**



Advisory Board

The Core Advisory Board Members at MSEED are esteemed figures from the educational sector and beyond, including accomplished academicians, industry leaders, and business executives. Their role is to provide high-level strategic guidance and support MSEED's mission of delivering top-tier educational offerings. These members leverage their extensive networks and industry insights to facilitate partnerships, enhance the institute's curriculum, and ensure that the educational programs align with current professional standards and future job market demands. Their contribution is crucial in positioning MSEED as a leader in education, continuously adapting to the evolving educational landscape and preparing students to excel in their careers.



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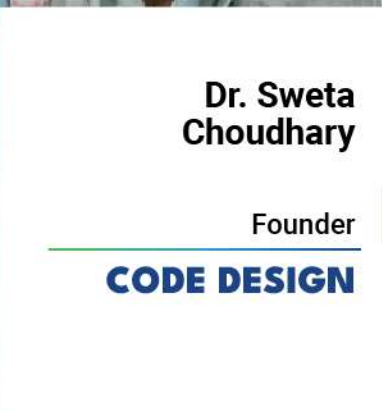
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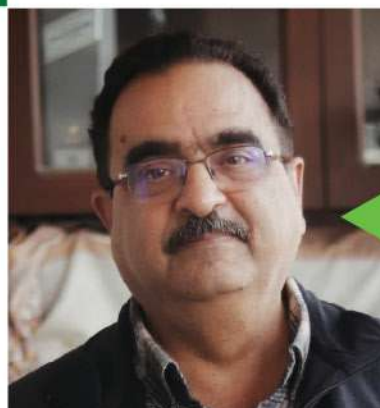
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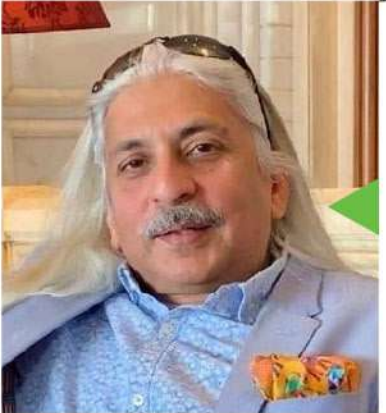
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Industry Council

The MSEED Industry Council includes professionals from various sectors who bring a practical perspective to MSEED's educational strategies. This Council ensures that the curriculum and training programs are directly aligned with industry needs, providing students with relevant and actionable skills. They assist in developing specialized courses and certifications that are responsive to technological advancements and market shifts. The Council's guidance helps MSEED produce graduates who are not only academically proficient but also ready to meet the challenges of the modern workplace, thereby enhancing the employability and success of students post graduation.



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Industry MENTOR Board

The Industry Mentor Board Members at MSEED are dedicated to enriching the student learning experience through direct mentorship and real-world exposure. These members, experts in their respective fields, offer one-on-one guidance, career advice, and hands-on project supervision. They play a pivotal role in transforming theoretical knowledge into practical skills, making learning more engaging and applicable. Their involvement ensures that students gain a deeper understanding of their fields and develop a robust portfolio of work, significantly boosting their readiness for professional endeavors and entrepreneurial ventures. They will also be conducting workshops while offering internships and placement opportunities as the learning progresses.

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GATSVY MEDIA

Soumyajit Mohapatra
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O HERALDO

Sundeep Sidwani
Owner

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Founder & Creative Director

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KG MOVIES

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Director

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CEO

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Founder

**PRODUCTION CREW
ENTERTAINMENT PVT. LTD.**

INDUSTRY ASSOCIATIONS

At MSEED, our collaboration with industry associations in Event, Entertainment, Communication and Design are pivotal in enriching our curriculum and aligning it with current industry standards. These partnerships infuse our programs with practical insights and best practices, ensuring our students receive education that is both relevant and forward-thinking. Moreover, these alliances facilitate access to live industry projects and internships, providing students with invaluable hands-on experience. Engaging directly with professionals allows students to apply theoretical knowledge in real-world settings, fostering skill development and enhancing employability. Through these synergistic relationships, MSEED is committed to producing graduates who are well-prepared to excel in their chosen fields.

- Event & Entertainment Management Association India
- The Global Association Of The Exhibition Industry
- Meeting Planners International Foundation
- International Live Events Association
- International Festivals & Events Association
- World Experience Organisation
- Public Relations Council of India
- Green Meetings International Council
- Indian Exhibition Industry Association
- Society For Incentive Travel Excellence
- Event Equipment Services Association
- Professional Lighting & Sound Association
- International Association Of Exhibitions & Events
- Global Media Education Council



EEMA is the largest apex body association of Event Planners, Wedding Managers and Affiliate Industries in India. With more 2000+ registered companies.



Union of International Fairs, also now the global association, is the largest body of trade shows, expo venues and event facility providers worldwide.



The single largest Organization for certification, knowledge share and best practices for Meetings and Conferences worldwide.



With More than 40 chapters across 35 countries. ILEA, formerly ISES, is the only association with a certified training programme for affiliates called CSEP which guarantees global recognition across hotel venues, places of event hosting, etc.



IFEA in affiliation with The International Association of Venue Managers, Int'l Association of Amusement Parks & Attractions, The Outdoor Amusement Business Association and the International Association of Fairs & Expos, provides comprehensive guidance on venue management, safety and security at large format events.



WXO, brings organizations from across the world to share how Experience Economy can be leveraged and how experiences across markets be made better.



The Public Relations Council of India (PRCI) is a nationwide communication forum with a presence in 38 cities. It offers industry professionals a platform to uphold high ethical standards and is the first to provide accreditation in the field.



With presence in over 20 countries, GMIC is actively involved in education and training event professionals on sustainable practices for events and conventions.



The largest apex body of exhibition organisers, stand builders, venue managers and govt bodies who organize expos in India. IEIA provides affiliates with latest information on venue guidelines, PEO services and knowledge transfer on managing and hosting large conferences and expos.



SITE is present in 90 countries worldwide and caters to the the entire ecosystem of MICE business globally, SITE also runs grants and scholarship programmes for budding professionals who wish to learn and master MICE.



ESSA, is the single largest association for Equipment suppliers, technical partners for events. They host some of the largest amount of training events and workshops for upskilling and updating event organisers on latest tech in events.



PLASA is the single largest resource organization for Event Technical. With members and chapters across 120 countries. The Association organized workshops, events, expos and symposiums for training on latest tech for events.



With more than 35000 members in 50 countries IAEE is a useful resource for best practices and guidelines for hosting events globally.



Global Media Education Council (GMEC) is a global body of Media Educators, led by Professors KG Suresh and Ambrish Saxena, with participation from 12 Nations, and contributes to developing content and quality of Media Education in the members' institutions through seminars, webinars, conferences, publications and workshops.

BHAVAN'S COLLEGE



MANAGEMENT SCHOOL OF

EVENTS, ENTERTAINMENT & DESIGN



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