



BGU
BIRLA GLOBAL
UNIVERSITY

MBA in Communication Management



*Jointly Offered
by*

Birla School of Communication & Birla School of Management

www.bgu.ac.in

Toll free: 1800 4123 3756

About Birla Global University & Birla School of Communication

About Birla Global University (BGU)

Birla Global University (BGU) is a fast-growing private university located in Bhubaneswar, Odisha, established under the Birla Global University Odisha Act, 2015 and guided by the proud legacy of the Birla Academy of Art & Culture. Spread over a modern 30-acre campus, BGU is committed to academic excellence, innovation, holistic development, and industry-driven learning.



Why Choose BGU

- ▶ Industry-Aligned Curriculum
- ▶ Global Exposure & Collaborations
- ▶ Dynamic Campus Culture
- ▶ Experienced & Diverse Faculty
- ▶ State-of-the-Art Infrastructure

About Birla School of Communication

At Birla School of Communication, we pride ourselves on being a top-tier Journalism and Mass Communication institution in India, dedicated to shaping the next generation of skilled communicators for the digital age. Our cutting-edge programmes, offer intensive, hands-on training led by distinguished academics and industry experts, providing students with a transformative educational experience.

Why Choose Us?

Industry-Relevant Skills: Our curriculum focuses on practical skills that are essential for success in today's fast-paced media landscape. Students gain enduring abilities that prepare them for diverse careers in Journalism, Public Relations, and Advertising.

State-of-the-Art Facilities: Our advanced TV studio and internet radio station (Radio BGU) offer students invaluable opportunities to engage with real-world media production, ensuring they graduate with practical experience that employers value.

Exceptional Job Placement: We take pride in our strong connections with leading organizations. Our graduates have successfully secured positions at renowned firms such as Burson, Ketchum, and Adfactors PR, India's top independent PR agency. Notably, Zee Entertainment Ltd has hired our students with a competitive CTC of 7 lakhs.



MBA in Communication Management

Programme Overview

The MBA in Communication Management at Birla Global University is a specialised two-year full-time programme that integrates business strategy with advanced communication leadership.

This programme is ideal for professionals who want to move beyond execution roles and step into strategic, decision-making positions.

What You Will Master

- Strategic Corporate Communication
- Brand & Reputation Management
- Digital Media & Analytics
- Crisis & Stakeholder Communication
- Advertising & Integrated Marketing Communication
- Leadership & Organisational Behaviour



Where Ambition Meets Opportunity



Who Should Apply?

This programme is ideal for students aspiring to embark on an exciting journey toward a rewarding career in media and entertainment.

Career Opportunities

Career paths include:

- ▶ Brand Manager
- ▶ Corporate Communications Manager
- ▶ Public Relations Specialist
- ▶ Advertising/Media Planner
- ▶ Content Strategist
- ▶ Crisis Communications Manager
- ▶ Digital Marketing Lead

Why It's a Smart Career Move

- ▶ Gain early exposure to leadership opportunities
- ▶ Build a strong professional network from the start
- ▶ Unlock higher earning potential as your career grows
- ▶ Position yourself for future managerial and leadership roles
- ▶ Transition from learning fundamentals to driving impactful contributions



Admissions, Structure & Next Steps

Programme Structure

- ▶ Duration: 2 Years (4 Semesters)
- ▶ Industry-aligned curriculum
- ▶ Case-based pedagogy
- ▶ Live projects & internships
- ▶ Expert sessions by industry leaders

Eligibility

- ▶ Bachelor's degree in any discipline
- ▶ Minimum 50% aggregate (45% for reserved categories)

Admission Process

Applicants may apply through Personal Interview (PI)

Take the Next Step

Apply Now | Visit: www.bgu.ac.in



Birla Global University

IDCO Plot No. 2, Institutional Area

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