

Preparing the **nxt** **gen**

to set new standards
in Media Excellence

SHARDA SCHOOL OF MEDIA, FILM AND ENTERTAINMENT

SHARDA UNIVERSITY
Beyond Boundaries

NAAC A+ ACCREDITED

www.sharda.ac.in

SHARDA UNIVERSITY

NAAC A+ ACCREDITED

Sharda University, ranked 87 among India's top universities in the University category by the National Institutional Ranking Framework 2025, and placed among the top 43% of universities in Asia by the QS University Rankings 2026, has built a reputation that goes far beyond conventional academics. With students from over 95+ countries, NBA-accredited Engineering and MBA programmes, and strong recognition across Medical, Dental, Engineering, Management, and Law, it offers a truly multicultural and multi disciplinary ecosystem.

Home to learners from more than 95+ nations, Sharda University lives up to its identity as India's global university. It offers 135+ UGC-recognised programmes across undergraduate, postgraduate, and doctoral levels. Set on a 63-acre campus in Greater Noida, the university seamlessly integrates diversity, interdisciplinary learning, and innovation. With Artificial Intelligence embedded into its curriculum, students are prepared not just to keep pace with the future, but to lead it.

Backed by global recognition, a vibrant international campus, distinguished faculty, research excellence, and strong placement outcomes, Sharda University is more than just a university - it's a launchpad where global ambitions take flight, and the world truly converges.

PRESTIGIOUS **RECOGNITIONS & ACCREDITATIONS**

87
RANK
IN UNIVERSITY
CATEGORY RANKING 2025
nirf

11-50th
IN INNOVATION

101-125th
IN MANAGEMENT

NBA FOR **MBA** PROGRAMME

351–400
INTER-DISCIPLINARY SCIENCE RANKING
THE World University Rankings 2026

601-800
BAND GLOBALLY WORLD UNIVERSITY RANKING
THE World University Rankings 2026

RANKED #195
QS WORLD UNIVERSITY RANKINGS SOUTHERN ASIA 2026



RANKED 5TH IN INDIA FOR PATENTS



ADVANCED E-LEAD CERTIFIED
E-Learning Excellence for Academic Digitisation
QS I-GAUGE
INDIAN COLLEGE & UNIVERSITY RATINGS



SHARDA SCHOOL OF **MEDIA, FILM & ENTERTAINMENT**

The Sharda School of Media, Film & Entertainment (SSMFE) is a dynamic hub of creativity, innovation, and professional excellence, nurturing the imagination of aspirational students and empowering them to transform creative passion into successful careers. Through a wide range of industry-recognised and future-focused programmes, SSMFE offers an immersive learning environment where creativity intersects with technology, research, and real-world practice.

At SSMFE, students experience the rigour of a world-class academic institution supported by industry-standard infrastructure that mirrors professional media environments. Learning extends far beyond traditional classrooms into fully equipped studios, advanced labs, digital production suites, and live broadcast facilities, enabling students to build confidence, technical competence, and industry-ready portfolios from the very beginning of their academic journey.

The school actively fosters a culture of collaboration between academia and industry, bringing together accomplished creative professionals, researchers, and subject experts to mentor and guide students. This collaborative ecosystem ensures that learners acquire strong artistic, technical, and professional skills, preparing them to contribute meaningfully to the rapidly evolving cultural and creative industries.



Objectives: SSMFE is committed to developing media professionals who are critically aware, creatively confident, and industry-ready. The key objectives are to enable students to:

- Critically analyse artistic, cultural, and media interventions in contemporary society
- Design, assess, enact, document, and facilitate creative projects aligned with real-world industry and design parameters
- Understand the fundamental concepts, technologies, and creative processes underlying media, film, and entertainment
- Research, develop, present, critically evaluate, and provide peer feedback on creative and scholarly work
- Adapt to emerging trends in digital media, AI-enabled workflows, immersive storytelling, and platform-driven content ecosystems

USP'S OF SSMFE

- Academic collaboration with 350+ leading global universities, offering students the opportunity to pursue a semester abroad (free of cost) and engage in international research exposure
- International faculty and visiting scholars from the USA, UK, Greece, Singapore, Japan, Russia, and other countries, bringing cross-disciplinary perspectives and cutting-edge research expertise
- Curriculum embedded with conceptual, research-driven, and practice-based projects that simulate professional media environments
- Strong emphasis on portfolio development, interdisciplinary learning, and employability

Unique Selling Propositions (USPs)

- **Industry-Aligned & Experiential Learning:**
  SSMFE provides a dynamic platform for students to explore, experiment, and excel across diverse creative domains. The curriculum seamlessly integrates theoretical foundations with practical application, supported by continuous hands-on training in industry-standard studios and labs.
- **AI-Integrated & Future-Ready Curriculum:**
  Recognising the transformative role of technology, Artificial Intelligence (AI) is embedded across all programmes at SSMFE. Students gain hands-on exposure to:
  - AI-driven content creation and editing
  - Data-based media planning and audience analytics
  - Immersive storytelling using AR/VR & interactive platforms
  - Emerging digital workflows shaping global media industries

  This ensures graduates are technologically adept, adaptable, and prepared for the future of media and entertainment.

  At SSMFE, students do not merely study media — they create, innovate, and lead using the tools, technologies, and professional environments of the industry itself.

FACULTY THAT'S **TRULY INSPIRING**



Prof. (Dr.) Ritu S. Sood
Dean
Sharda School of Media, Film & Entertainment
Ph.D.



Mr. Sanjeev Sood
Professor
PG in Cinema Cinematography
FTII, Pune



Dr. Dhruv Sabharwal
Professor & HoD
School Coordinator
Ph.D



Dr. Mehak Jonjua
Professor
Ph.D., MA, MJMC



Mr. Rashid Hashmi
Professor of Practice
Mass Commu.



Dr. Rajashree Adhikari
Associate Professor
Ph.D



Mr. Amit Singh
Assistant Professor
Dy. CoE, MFA (Animation Vfx Gaming Expert)



Dr. Atul Arora
Assistant Professor
Ph.D.



Dr. Mukta Martolia
Associate Professor & Academic Coordinator
Ph.D



Ms. Sonali Srivastava
Assistant Professor
Station Manager- Suno Sharda 90.8 FM (Community Radio)
Ph.D



Dr. Rajni Yadav
Assistant Professor
Ph.D.



Dr. Mohammad Ashraf Ali
Assistant Professor
Ph.D



Mr. Praveen Jain
Assistant Professor
PG in Editing
FTII, Pune



Dr. Shrinkhala Upadhyaya
Assistant Professor
Ph.D. (USA)



Mr. Pradeep Pandey
Assistant Professor
B.Tech. in IT (Animation Vfx Gaming Expert)



Mr. Vipin Sharma
Assistant Professor
(Animation Vfx Gaming Expert)



Ms. Deepali Verma
Assistant Professor
M.Phil



Mr. Sharad Sharma
Senior Technical Officer
Mass Commu.
(Animation Vfx Gaming Expert)



Mr. Ankush Verma
Assistant Professor
PG in Film Acting
FTII, Pune



Mr. Agam Kumar Verma
Senior Technical Officer
Mass Commu.
(Animation Vfx Gaming Expert)



Dr. Aaqib Anwaar Butt
Assistant Professor
Ph.D.

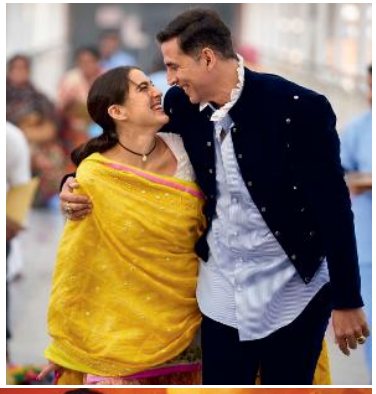


Mr. Umesh Chand
Assistant Professor
Mass Commu.
(Animation Vfx Gaming Expert)

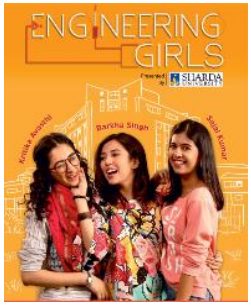
SHOOTING & SU CAMPUS LIVE
CLASSROOM FOR SSMFE STUDENTS

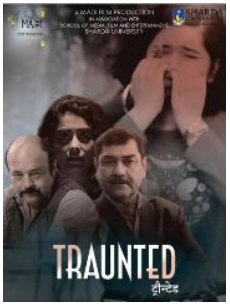
SSMFE students gain real-world experience through film shooting on campus and working with industry stalwarts. This experiential learning approach enhances creativity, technical skills, and career readiness, bridging academics and industry seamlessly.

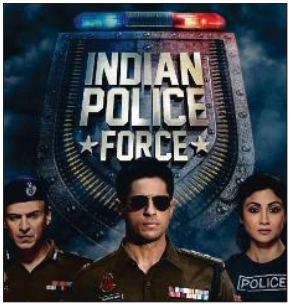












SHARDA TV

- 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, Zindagi ek safar.

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 requireme-nts 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 & real-life inspirational stories among others.

SHARDA SAMACHAR
& SHARDA NEWS

Sharda Samachar & Sharda News are monthly, practice-based newspapers conceptualised, designed, and produced entirely by students of the Sharda School of Media, Film and Entertainment. These publications provide a real-world newsroom experience, allowing students to apply journalistic principles, editorial planning, reporting, writing, editing, page design,ethical decision-making in a professional setting. Through hands-on participation, students develop strong storytelling skills, critical thinking, and an understanding of media responsibility. Working on these student-led newspapers enables learners to build credible portfolios while gaining practical exposure to the complete print journalism workflow, preparing them for careers in contemporary news and media organisations.

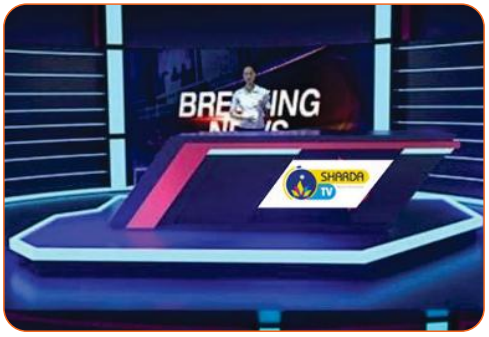




TOP CLASS
LEARNING FACILITIES



Photo Studio



Sharda TV Studio



Animation Vfx studio



Editing Lab



Multi Media Lab



Suno Sharda 90.8 Fm
Radio Studio



High End Audio Studio



Professional Cameras,
Canon & Drone Shooting



Podcast Studio

INDUSTRY **VISITS**

































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**
- **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 commu. Skills.
» Regular industrial interactions and news channel visits are planned to provide hands on training/experience to 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.

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 Film making, Television and Broadcast industry right from the beginning.
» The programme provides the finest blend of media research, theory & 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.



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 » UI/UX Design » AR & VR » Computer Programming for Games » 2D & 3D Game Design & Development » Digital Art » Level Design » Game Environment » 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/Mgmt. » Advertising, PR/Corporate/Development Communication » Contemporary and 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.

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.



CULTURAL SOCIETY OF **SHARDA UNIVERSITY**

FASHION CLUB

The Fashion Club aims to bring students together who have a passion for the fashion industry by participating in local and regional fashion events. Club members work with Fashion Merchandising students to help with events and activities on and off campus. The Club has hosted fashion shows, fashion showcases, and window dressings of local businesses.

Fine Arts



FINE ARTS CLUB

The Fine Arts Club brings out the hidden artistic talents of our students, cultural programmes are conducted during Independence, Sports and college day function. Students participate in Inter/Intra-College competitions. The purpose is to encourage students to express their thoughts and emotions through art.

Environmental Club





Fashion Club

Dramatics Club



DRAMATICS CLUB

The Dramatics Club is for students who are interested in Performing Arts. The Club offers acting education, a creative outlet for theatrically minded students, and a variety of theatrical productions for the students to enjoy. In the past students from the Club brought accolades for the University in various events.

ENVIRONMENTAL CLUB

The main purpose of the Environmental Club is to educate on sustainable practices, to implement change in the best interest of the environment, and to include all persons working to improve the future of our earth by conducting significant workshops and seminars.



Photography Club

Dance Club



DANCE CLUB

The Club was established with the mission of bringing out the hidden talents of students and also provides them a stage where they can showcase their dancing talent and interest. The Club provides lot of opportunities in the form of competition and workshops for igniting the spark of interest present in the budding technocrats and honing their skills towards showcasing their talents.

Music Club



MUSIC CLUB

Music Club caters to the passion of student providing quality facilities like instruments, dedicated music room and a plethora of events. It serves as a platform for musicians of all genres and skill levels to showcase their talent at various events like Sufi Night and Voice of Sharda, etc. held at Sharda University.



DIVERSITY CLUB

Sharda University has a diversified group of students from across 95+ nationalities. The Diversity Club is dedicated in raising awareness of the various cultures among all students. Throughout the year various events are organized by the students to explore different cultures like Rejoice 3D, Festivals of Light, etc.

PHOTOGRAPHY CLUB

Photography Club of Sharda provides a platform where talent meets creativity and gives rise to productivity. Students are engaged in various activities that challenge their imaginative capabilities, assist in sharpening their photographic skills, & present an opportunity for students to learn from each other.

LITERARY CLUB

The Club aims to foster love for language, enhance literary creativity and provide an avenue for self-expression beyond the school curriculum. It is also to develop and hone the literary skills of students and inspire them to develop a taste for literature by conducting various workshops. The Club also initiates competitions in extempore, essay writing, creative writing, poetry writing, debate, elocution, quiz and reading to enhance the speech and oratorical skills.

Literary Club



INTERNSHIP & **PLACEMENT**

Graduates of the Sharda School of Media, Film & Entertainment (SSMFE) are equipped for dynamic careers across the media, entertainment, and digital industries. With a strong blend of conceptual clarity, hands-on training, and industry exposure, students are prepared to meet contemporary professional demands. SSMFE graduates pursue emerging roles such as Content Creator, Digital Storyteller, Social Media Strategist, Performance Marketing Analyst, Video Producer, Broadcast Journalist, Animator, Motion Graphics Artist, Game Designer, AR/VR Content Developer, UI/UX Designer, Podcast Producer, Media Planner, Brand Strategist, and Production Coordinator.

Students are recruited by leading organisations across sectors, including NDTV, India Today Group, Times Network, Zee Media, Netflix (India partners), Amazon Prime Video Studios, Disney+ Hotstar, Viacom18, Ogilvy, Dentsu, WPP Group, Publicis, GroupM, Technicolor, DNEG, Red Chillies VFX, Google (content partners), Meta, and major corporate brands such as Tata Group, Reliance Industries, and Infosys.



RISING STARS OF SHARDA



Mehul Bhardwaj
Anchor & Reporter
Zee Media



Shamim Zakaria
Xinhua News Agency,
China



Ganesh P. 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



Anshul Yadav
CogniAI Private Limited



Apoorv Chaudhary
Founder, Tom a content
first, Creative Studio



Vanshika Sharma
The Amore Events



Kanishka Shukla
Heighten Communication



Pranjal Tiwari
Mindforce



Afzal Adeeb
UNICEF



Zerin Hossain
Filmmaker



Shree K. Bajpayee
Hindustan Hindi



Prince Rai
Inshorts

REGIONAL REACH-SHARDA
COUNSELLING CENTRES



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SHARDA UNIVERSITY
Beyond Boundaries
GREATER NOIDA

SHARDA HOSPITAL

SHARDA UNIVERSITY
AGRA

SHARDA TECH

SHARDA WORLD SCHOOL
Elevating Futures

elc

SHARDA UNIVERSITY
UZBEKISTAN

SHARDA CORPORATION

ShardaCare
HEALTHCITY
Healthier World Together

SHARDA WORLD SCHOOL
Elevating Futures

HINDUSTAN CAMPUS
FARAH, MATHURA

UGEnterprises

RSPL
Building Dreams

SHARDA WELFARE FOUNDATION

SHARDA UNIVERSITY
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SSMFE

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