



PCET's
**Pimpri
Chinchwad
University, Pune**

Learn | Grow | Achieve

India's Leading



SILVER



Pimpri Chinchwad Education Trust's
PIMPRI CHINCHWAD UNIVERSITY
Sate Maval, Pune

An Industry-Driven University for Future Leaders

**PUNE SCHOOL OF
MEDIA AND COMMUNICATION**

BBA / BBA (Hons.)

Media & Communication

B.Sc / B.Sc (Hons.)

Animation, VFX & Multimedia Sciences

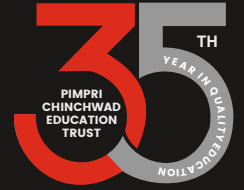


www.PCU.edu.in



PIMPRI CHINCHWAD EDUCATION TRUST
A Trusted Brand in Education Since 1990..

About Pimpri Chinchwad Education Trust (PCET), Pune



About Pimpri Chinchwad Education Trust, PCET (Pune)

Pimpri Chinchwad Education Trust (PCET), the driving force behind Pimpri Chinchwad University (PCU), Pune, is a trusted name in the field of education with over 35+ years of legacy in nurturing excellence. With 11 institutes across 4 campuses in Pune, PCET has established a strong foundation in academia quality, research, and industry-oriented learning, consistently contributing to the development of future-ready professionals.

Building on this legacy, PCET has introduced Pimpri Chinchwad University (PCU), Pune as a dynamic and fast-emerging institution, redefining higher education through innovation, industry integration, and global exposure. Strategically located in the Pune–Pimpri Chinchwad industrial corridor, the University is surrounded by leading IT hub, automobile industries, and manufacturing ecosystems—offering exceptional opportunities for internships, live projects, and placements. Offering a diverse portfolio of programs across engineering & technology, management, design, media, law, pharmacy, health sciences, and allied domains, PCU empowers students to explore, specialize, and excel. With a strong focus on experiential learning, multi disciplinary education, and career outcomes, PCU is committed to nurture future leaders, innovators, and global professionals.



PCET Campus, Akurdi, Pune

Institutes Under Pimpri Chinchwad Education Trust (PCET Pune)

- Pimpri Chinchwad University, Sate Maval, Pune (www.PCU.edu.in)
- Pimpri Chinchwad Polytechnic (www.PCPolytechnic.com)
- S. B. Patil Public School (www.SBPatilSchool.com)
- S. B. Patil College of Science & Commerce (www.SBPatilCollege.com)
- Pimpri Chinchwad College of Arts, Commerce and Science (www.PCACSpune.com)
- Pune Business School (www.PuneBusinessSchool.com)
- Pimpri Chinchwad College of Engineering (www.PCCOE.pune.com)
- S. B. Patil Institute of Management (www.SBPatilMBA.com)
- Pimpri Chinchwad College of Engineering & Research (www.PCCOER.com)
- S. B. Patil College of Architecture & Design (www.SBPatilArchitecture.com)

Institutes Under Management Support By Pimpri Chinchwad Trust (PCET)

- Nutan Maharashtra Institute of Engineering & Technology (www.NMIET.edu.in)

About Pimpri Chinchwad University, Pune

Pimpri Chinchwad University (PCU), Pune, a milestone initiative of Pimpri Chinchwad Education Trust (PCET), is a progressive institution committed to academic excellence, innovation, and industry-integrated learning. Established under the Government of Maharashtra Act No. VIII of 2024, and included under Section 2(f) of the UGC Act, 1956, the University reflects a strong foundation of credibility and quality in higher education.

Spread across a 30+ acre state-of-the-art campus in the Pune Metropolitan Area, PCU is strategically located within the Pune–Pimpri Chinchwad industrial corridor, in close proximity to leading organizations such as General Motors, JCB, Infosys, and other prominent industries—providing students with an enhanced exposure to real-world learning, internships, and career opportunities. The University offers multidisciplinary programs across engineering, management, design, law, pharmacy, health sciences, media, and allied domains, aligned with emerging global and industry trends. With a strong emphasis on experiential learning, research, and holistic development, PCU is committed to nurture the competent professionals, innovators, responsible global citizens, and transforming students into the trailblazers of tomorrow.



"35+ Years of PCET Legacy Empowering the Future at Pimpri Chinchwad University."

www.PCU.edu.in



About Pune School of Media & Communication

At Pimpri Chinchwad University, the Pune School of Media and Communication Studies is where creativity meets purpose. We aim to shape future media professionals who can think critically, communicate effectively, and adapt to the dynamic landscape of media and communication. Our programs are thoughtfully designed to provide a perfect balance of academic learning and hands-on experience, ensuring that students are industry-ready from day one.

COURSES OFFERED



Duration 3/4 Years **Fee Per Annum** ₹ ₹ 1,25,000/-

Eligibility : Passed in 10+2 or equivalent course in any discipline (Arts, Science or Commerce) from recognized board with a minimum of 50% of score for Open Category student and 45% for reserved category candidate.

*Candidates are selected on the basis of merit and Personal Interview conducted by the PCU.

Course Highlights :

- ⊗ Industry-focused curriculum covering Advertising, PR, Digital Media & Film Production
- ⊗ Hands-on training in content creation, branding, and campaign execution
- ⊗ Internships with media houses, agencies, and production studios
- ⊗ Exposure to real-world projects, events, and media campaigns

Career Opportunities



Duration 3/4 Years **Fee Per Annum** ₹ ₹ 1,20,000/-

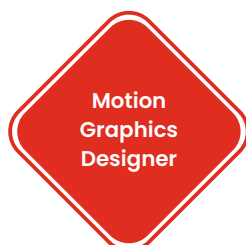
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*Candidates are selected on the basis of merit and Personal Interview conducted by the PCU.

Course Highlights :

- ⊗ Training in 3D Animation, VFX, Gaming & Motion Graphics
- ⊗ Hands-on experience with industry tools like Adobe Suite, Blender, Maya, Unreal Engine
- ⊗ Exposure to AI, AR/VR, and immersive media technologies
- ⊗ Project-based learning with portfolio development for industry readiness

Career Opportunities



Advantages of PCU



Pune School of Media & Communication USPs

- **Industry-Oriented Media Curriculum**
Designed in line with evolving digital media and communication trends.
- **Professional Networking Opportunities**
with media leaders and industry experts.
- **Practice-Driven Learning Model**
Hands-on training in content creation, production, and storytelling.
- **Career-Focused Media Programs**
Designed to build portfolios and enhance employability from early stages.
- **Future-Ready Media Education**
Exposure to digital platforms, AI, and emerging media technologies.
- **Market-Relevant Skill Development**
Aligned with current media and advertising trends.
- **Creative & Technical Skill Training**
Blend of media creativity with modern digital tools and technologies.
- **Strong Employability Focus**
Workshops, internships, and mentorship from media professionals.



- Career-Oriented Curriculum :** Programs designed to meet evolving media industry demands.
- Strong Industry Connect :** Workshops, internships, and guest sessions with media professionals.
- Expert Faculty :** Experienced academicians and industry practitioners guiding students.
- Strategic Location :** Located in Pune, close to major media, production, and corporate hubs.



PCET's & PCU's International Collaborations

Bilateral Agreements (50+ MoUs) with Leading International Universities.

USA, UK, Australia, Russia, Germany, Japan, Korea, Malaysia, Indonesia, Vietnam, Myanmar Ireland and Singapore

PCET and PCU integrate global exposure into academics through 50+ international collaborations with leading institutions worldwide, offering opportunities like summer internships, research attachments, and immersive programs across Singapore, Germany, Japan, Malaysia, the USA, and Europe

These programs—ranging from short-term intensives to extended industry experiences—combine academic rigor with hands-on training, cross-cultural learning, global certifications, and direct industry exposure, enabling students to graduate with a strong international perspective and global readiness.

Global Exposure through International Study Programs

In an increasingly interconnected world, education must extend beyond borders. Global immersion programmes are designed to equip students with :

- **Cross-cultural competence**
- **Global industry exposure**
- **Enhanced employability**
- **Adaptability & leadership**



Highlights at Pimpri Chinchwad Education Trust, Pune

35+
Years Legacy in
Quality Education

1,000+
Recruiters on
Campus Every Year

36,000+
Placements

60,000+
Alumni

5,500+
Research Papers

1,500+
Expert Faculty

20,000+
Students on
Campus Every Year

4
Campuses

11
Educational
Institutes

600+
Patents

PCET Centralised Placement Cell "Delivering Outcomes. Building Careers. Powering Futures."

The PCET Centralized Placement Cell is a pioneering initiative that serves as the cornerstone of placement activities across all institutes under the Pimpri Chinchwad Education Trust (PCET). With a strong legacy of academic excellence and industry collaboration, this centralized cell ensures that all students within the PCET ecosystem have access to high-quality placement opportunities.

Highest Salary Offered to Our Students

CTC 61 Lakhs p.a

Placement Highlights 2026 (Current Final Year Batch)

- 1550+ Job Offers secured by PCET Students
- Offers are increasing... and rising every day!

PCU Placement Highlights

- + 350 Plus Exclusive Job Offers for PCU Students
- + 65.60% Placement Ratio (Ongoing Cycle)
- + Strong Corporate Participation Across Sectors
- + Expanding Industry Network

Some of PCET's Major Internships

Microsoft	: ₹. 1,25,000 p.m.
Google	: ₹. 1,20,000 p.m.
Adobe	: ₹. 1,00,000 p.m.
Linkedin	: ₹. 1,00,000 p.m.
Morgan Stanley	: ₹. 87,000 p.m.
Amazon	: ₹. 80,000 p.m.
Barclays	: ₹. 75,000 p.m.

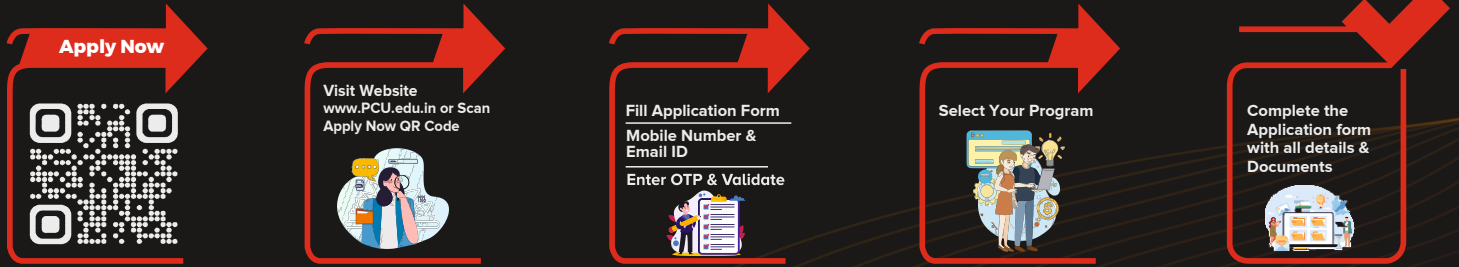
Industry Connects

Our strategic location amidst the industrial hubs of Pune, Pimpri Chinchwad, Talegaon, Chakan, Navi Mumbai, and Mumbai provides students with unparalleled opportunities for internships, industrial visits, and collaborations with leading companies. Our strong network of PCET alumni, many of whom are leaders in their respective industries, frequently engage with the students, sharing valuable insights and paving the way for their success.

Company	Salary (LACS PER YEAR)	Company	Salary (LACS PER YEAR)
UBER	61 L	Data Insights	36 L
ZF India	32 L	Amazon	28 L
Directi	26 L	Konica (Japan)	20 L
Daifuku Co. Ltd. (Japan)	18 L	Techfirm (Japan)	17 L
Veritas	12.5 L	HSBC	12 L
IEO Technologic	11.6 L	Adobe	11 L
Flipkart	11 L	Credit Suisse	11 L
Vmware	10 L	LTI	10 L
Quantiphi	9.5 L	Symantec	9.0 L
Persistent Systems	8.4 L	SAP LAB	8.25 L
Pubmatic	8.0 L	Afour Technologies	8.0 L
Samsung R&D	7.5 L	Capgemini	7.5 L
Dassault	7.5 L	Josh Software	7.0 L
Bombardier	7.0 L	TIAA	7.0 L
Accenture	6.5 L	Informatica	6.0 L
Mediaocean	6.0 L	TetraPak	6.0 L
ThoughtWorks	5.8 L	Tibco	5.5 L
Cummins	5.5 L	Godrej & Boyce	5.5 L
Value Labs	5.3 L	KSB Pumps	4.75 L
Sagitec	4.5 L	Uno Minda	4.5 L
SKF	4.5 L	Sungard	4.5 L



Apply in Easy Steps



Industry-Driven Education. Career-Ready Outcomes

At PCU, learning goes beyond classrooms. With strong industry integration, live projects, and real-world exposure, students gain the skills and confidence to excel in their careers. Bridging the gap between education and industry.



Shape your future at PCU with International & National Certifications and Experiential Learning, in collaboration with.



PCU HOSTEL

- Student-Friendly Environment
- Modern Amenities & Comfortable Stay
- Modern and Well-Equipped Rooms
- Wi-Fi Connectivity
- Gymnasium & Indoor Games
- Safe & Secure Campus Living
- Supportive Staff and Services

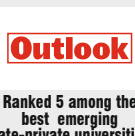
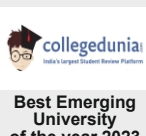


Accommodation Highlights

- In-House Hostels & Hostels Around Campus
- Separate Hostels for Girls and Boys
- Girls' Hostel Within the Campus
- Rooms Available in Double & Triple Occupancy (Subject to Availability)
- 24/7 Campus Security



Leading the Way in Education : Maharashtra's Finest University



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(Established under Govt. of Maharashtra Act No. VIII of 2024)

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