

## Message from the Dean

Dear prospective student,

Thank you for considering the 9.9 School of Communication for further studies. Our first offering – the Programme in Applied Journalism – is a one-of-its-kind course that we have painstakingly put together to launch your career in journalism with a bang. Whether you want to be a newspaper or magazine journalist, a TV anchor, an online media hack, or a blogger, our programme will provide you with a foundation that is not only unique but distinctive. Let me tell you why.

Firstly, we are focused on equipping you with core journalistic skills rather than a lot of fluff that is not relevant. Thus, our curriculum is sharply defined around what it takes to do not just a good but a GREAT story. What will you learn at 9.9 SoC is how to build from an idea to a story that has profound impact on your reader or viewer. We will teach you the fundamentals of conceptualising, researching, writing and editing a story and, above all, packaging it all in a way to deliver the highest impact every time, all the time. You will be able to straddle print, TV and online as you go forward in your career since writing a good story is less about the medium and more about the fundamentals – the true “multimedia journalist”.

Secondly, you will learn only from experienced practitioners carefully selected from those that are the best in the business. We have practising journalists, writers, and editors as our faculty. We have some of the most renowned academicians who have been also been practitioners teaching you on the programme. They will share real-life examples and assignments with you. They will give you practical do’s and don’ts. These people are at the top of their professions and we are keen to bring them to the classroom not only to teach you but also for them to get a first-look at you as potential employees.

Thirdly, we are bringing the global best-in-class tools and practices to this programme. We have an international advisory board that comprises some of the best journalists and academicians from around the world. A third of our curriculum is modelled around a practicum that will hone your skills using the city of Delhi as laboratory. Our mentorship programme will help you think through your immediate career goals and your long-term aspirations. Our “Pocket Media MBA” will help you better appreciate the business of media and your role in it. And, all this will be delivered in world-class facilities in the centre of Delhi.

Finally, we have built a solid network of future employers to get you internships during the course of our programme and to employ you after. My colleagues at 9.9 SoC have tremendous experience and personal networks that we will leverage to ensure you have the best start to your media careers when you complete your programme. This is our commitment to you.

In 2001, I became the Founding Dean at the Indian School of Business (ISB) in Hyderabad, India. Today, the B-school is ranked #15 in the world (by the Financial Times). I am confident that the 9.9 School of Communication will be a globally top-ranked J-school one day.

Come be part of the journey!

Dr. Pramath Raj Sinha  
Dean, 9.9 School of Communication