

Shepherd COLLEGE



Bachelors in Media Technology **BMT**

Masters in Media Technology **MMT**

Introduction

"Shepherd College, the college of Media Technology Tools, has been serving students to pursue a successful career in Media since 2002 AD."

Shepherd College, the college of Media Technology tool its first step towards helping students in Media Career in 2002 A.D. Affiliated with Purbanchal University, Shepherd has generated several batches every year in Bachelor in Media Technology (BMT) and Master in Media Technology, Mass communication courses and practical experience that align with their desired dream job for more than one and half decade.

Our qualified and experienced faculty members are dedicated to deliver the high quality education in the media field. We have developed an academic environment to produce competent human resources in the field of media and related organizations.

We have more practical course in the media related field with academic practices. Evaluated by the international institution, BMT and MMT courses are of international standard job placement in prestigious organization the country and abroad.



Vision, Mission & Values

We aim to provide active learning environment with top match media and journalism courses to student with practices in upto date media technologies and resources. We believe it our duty to give back to the community and media industry by providing them with individual's expert in media and information technology.

Our college provides the most advanced and intensive mass communication and media technology course in Nepal that aims to help our students get a foothold in the media market and build their way towards success. We focus to equip them with creativity, morality and competence that make them successful leader in the media sector.

Message



Vishwanath Pd. Shah
Chairperson

It is my immense pleasure to be a part of Media Technology college as I have a wish to develop a media hub with excellent human resource. Shepherd College providing the best academic curriculum in media sector for more than one and half decade. Its product are spread in all over the country and abroad which inspires me to introduce updated facilities to make the new generation technically skilled and ethically knowledgeable. I have entered in this college with enthusiasm to develop the media hub inside college so that no one has to go outside to learn and practice their ideas and knowledge.

We will provide you with an interactive classroom, where every story is heard and every question is answered. We believe a carrier in Media doesn't box people in but provides them with the freedom to explore the working of other sectors. It is the voice a true story that you came up with which not only helps you leave a mark in the lives of many, but create milestones for yourselves. You can rest assured that once a student at our college, we provide them with all round journalism skill set that spans from broadcasting to print and online as well through our dedicated faculties.

Last but not least, our motto is to develop this college a number one to produce the media personalities. Let's join us to feel the media friendly environment and experience our commitment.



Dr. Suresh P. Acharya, PhD
Campus Chief

The current trend marks growth in media sector and the job opportunities in different positions in media and Information Technology are flourishing. It's my pleasure to inform you that those who aim to develop their career in media and media industries need out to go that far to study. Shepherd College, a college of Media Technology, rendering our first class media education and professional services for student's satisfaction and excellence for more than one and half decade. Our faculty and career team are engaged to provide you with knowledge from versatile media concepts along with hands on learning experiences through our updated labs and centers. We believe students prosper in a dynamic environment and we assure you that our faculties are the current media leaders and professionals. Their experiences guide the students to become the next media market makers.

As we believe the best way to move forward is to help each other and overcome difficulties along the way with informed decision, and teamwork. Our students will be able to reap the benefits of getting the best of available media resources in Nepal which will surely help them network with the right people at the right place in right time in Shepherd College understands your passion, your desire to give back to the community and your unwavering desire to land in your dream job. We work together with you to make it possible. We help you define your path, get that job and become the next media leader.

Bachelors in Media Technology **BMT**

Bachelor in Media Technology (BMT), four years graduate program provides fundamental principles of media and media industry. Students can have opportunity to get moderate knowledge on Print, Broadcasting and Multi Media System. This program enables graduates to explore real life of media industry with skill as well as social knowledge. Public Relation, Advertising, Media Marketing are other skill and knowledge impart areas. A fresh graduate could be a media career person of his/her interest.

SEMESTER 1		
S.N.	Code	Course
1.	BMT1101	Introduction to Journalism & Mass Comm.
2.	BMT1102	News Reporting I
3.	BMT1103	Studies in Nepali Language
4.	BMT1104	Studies in English Language I
5.	BMT1105	Radio Journalism I
6.	BMT1106	Computer Technology I

SEMESTER 3		
S.N.	Code	Course
1.	BMT2301	Public Relations
2.	BMT2302	News Reporting III (Court)
3.	BMT2303	English III
4.	BMT2304	Photo Journalism II
5.	BMT2305	Radio Program Production Techniques III
6.	BMT2306	Multimedia System

SEMESTER 5		
S.N.	Code	Course
1.	BMT3501	Sociology II
2.	BMT3502	News Editing II
3.	BMT3503	Media and Gender
4.	BMT3504	Advertising II (Integrated Marketing Comm.)
5.	BMT3505	TV Journalism and Techniques
6.	BMT3506	Web Technology

SEMESTER 7		
S.N.	Code	Course
1.	BMT4701	Mass Media Research
2.	BMT4702	Media Issues
3.	BMT4703	Development Journalism
4.	BMT4704	News Reporting IV (Online Journalism)
5.	BMT4705	Media Management
6.	BMT4706	Computers VII

SEMESTER 2		
S.N.	Code	Course
1.	BMT1201	Media and Communication
2.	BMT1202	News Reporting and Writing II
3.	BMT1203	Photo Journalism I
4.	BMT1204	Studies in English Language II
5.	BMT1205	Radio Broadcast Techniques II
6.	BMT1206	Interactive Media

SEMESTER 4		
S.N.	Code	Course
1.	BMT2401	Sociology I
2.	BMT2402	News Editing I
3.	BMT2403	Media Issues I (Human Rights & Democracy)
4.	BMT2404	Advertising I
5.	BMT2405	Radio Programming IV
6.	BMT2406	Computers Graphics and Design

SEMESTER 6		
S.N.	Code	Course
1.	BMT3601	Media Laws
2.	BMT3602	Right to information
3.	BMT3603	Environment Journalism
4.	BMT3604	Advertising and Creativity
5.	BMT3605	Cinema
6.	BMT3606	Computer Animation & Digital Compositing

SEMESTER 8		
S.N.	Code	Course
1.	BMT4801	Rural Tourism
2.	BMT14802	Applied Reporting
3.	BMT4803	New Media
4.	BMT4804	Press Conference & Seminar Mgmt.
5.	BMT4805	Applied Editing
6.	BMT4806	Internship

Masters in Media Technology **MMT**

Master in Media Technology (MMT) is the degree in mass media education with the expertise of Print, Radio and Television. Students have open options to choose any stream of the mass media communication. They would be familiar and a practitioner of Media techniques and technology with the completion of four semester courses. Such a specialized course is not available in any University of Nepal.

SEMESTER 1		
S.N.	Code	Course
1.	MT 4110	Principles of Mass Communication -3
2.	MT 4120	Principles of Reporting & Editing -3
3.	MT 4130	Laws & Ethics in Media -3
4.	MT 4140	Lekhan Kala: Nepali - <i>Elective</i> -3 OR
5.	MT 4150	Art of Writing: English - <i>Elective</i> -3
6.	MT 4160	IT Applications in Media -3

SEMESTER 2		
S.N.	Code	Course
1.	MT 4210	Managing the Media -3
2.	MT 4220	Marketing Communication -3
3.	MT 4230	Development Communication -3
4.	MT 4240	Interactive Communication -3
5.	MT 4250	International Communication -3

SEMESTER 3

Choose one of the following areas of emphasis

RADIO BROADCASTING		
S.N.	Code	Course
1.	MT 4310	Radio Broadcasting Technology -3
2.	MT 4311	Radio Production Technique - 6
3.	MT 4312	Evolution of Broadcasting Media -3
4.	MT 4313	Writing for Broadcasting Media -3
5.	MT 4314	Mass Media Research -3

TELEVISION BROADCASTING		
S.N.	Code	Course
1.	MT 4320	Television Broadcasting -3
2.	MT 4321	Television Production Technique -6
3.	MT 4312	Evolution of Broadcasting Media -3
4.	MT 4313	Writing for Broadcasting Media -3
5.	MT 4314	Mass Media Research -3

PRINT JOURNALISM		
S.N.	Code	Course
1.	MT 4330	Printing Technology -3
2.	MT 4331	Print Production Technique -6
3.	MT4332	Evolution of Print Media -3
4.	MT 4333	Writing for Print Media -3
5.	MT 4314	Mass Media Research -3



SEMESTER 4		
S.N.	Code	Course
1.	MT 4410	Thesis -6
2.	MT 4420	Media Literacy -3
3.	MT 4430	Professional Practicum / Internship - <i>Elective</i> -6 OR
4.	MT 4440	Media Production Project - <i>Elective</i> -6

Specialization in:



Dedicated Faculties

We have committed faculty members with the decade long experiences in media and media industries. They have got exposure of national and international arena.

Dr. Suresh P. Acharya
Dr. Kundan Aryal
Dr. Shreeram Khanal
Tapanath Shukla
Pradeep Upadhyay
Sharat Chandra Wasti
Gunaraj Luitel
Geeta Tripathi
Sudhir Shrestha
Rabindra Bhattarai
Bijay Lal Shrestha
Prakash Jung Karki
Laxman Humagain
Binod Dhungel
Toya Gautam

Bijaya Poudel
Laxminath Sharma
Kabita Sharma
Anita Bindu
Yek Raj Pathak
Janardhan Bista
Shruti Shrestha
Ujwal Acharya
Bikash Karki
Ghamaraj Luitel
Puskar Bhakta Mathema
Santosh Shrestha
Raj Kumar Bhattarai
Prabal Tuladhar
Santosh Paudyal

Raj Kumar Shrestha
Nava Raj Adhikari
Arati Shilpakar
Jeevan Bhandari
Pratik Man Singh Pradhan
Saraswati Gyawali
Gobinda Rokka
Hari Timilsina
Surya Chandra Basnet
Devraj Bhandari
Laxman Adhikari
Binaya Guragain
T.P. Bhusal
Subash Sah
Sunic C. Bajracharya
Mahendra Subedi

There is guest lecture provision in every sector in major subjects conducted by senior media professionals.





Major Outcomes

- ◆ Understand conceptual knowledge of media industry and its practices;
- ◆ Build confidence to hold the job in media industry and media related services;
- ◆ Foster the ability of critical thinking to perform the better result;
- ◆ Understand on multi sector issues of media industry such as news gathering, processing and producing process; printing and broadcasting, advertising and media marketing;
- ◆ Be an expert of highly academic practitioner in media profession.

Career by Areas

Media : Entry Level of any media including Print, Radio, TV, Online as a Reportes, Program Anchor, Photo Journalist.

Media Production Houses: Program production, Anchoring.

Advertising: Creative Job, Designers, Content and Marketing, Event Management

Private Company: Public Relation Officer and Media Advisor

I/NGO : Media Project Manager, Public Relation Officer & Media Advisor

Government: Information Officer, Public Relation Officer





Vibrant Teaching Learning Process

Classroom environment is closely associated with media technology. Interactive and participatory approaches and new pedagogies will be used with well equipped devices. Project and research work and internship are the part of teaching and learning process.

Scholarships

The college provides scholarships to deserving students according to the guidelines of Purbanchal University. Students developing career in media sectors will get special scholarship. Association of Community Radio Broadcasters (ACORAB) & Shepherd College have special contract regarding Scholarship Scheme.

Eligibility

Higher secondary graduates are eligible for BMT course. For MMT, students should have Bachelor degree. Students from any stream are eligible for the both courses BMT and MMT.

Application Form

Distribution of Application Form:

- BMT starts from the month of Shrawan.
- MMT from the month of Mangsir every year.

Students should submit all documents including Migration Certificate, Character Certificate and Mark-Sheet as per their level of admission. Equivalent Certificate for the international certificate holders is also mandatory along with other documents.

Entrance

Students should pass the entrance examination in each level for the Enrollment. Sample test papers can be obtained from the college reception.

Enrollment

Students are enrolled according to the merit list of the entrance examination. The admission will confirm with the payment of fees schedule.

Utility Services



We have media library of more than 1,000 books of Media Sectors including Print, Radio, Television along with other reference books. Apart from that, students can enjoy the facility of e-library.

Hostel facility is available for students if needed. We have a canteen for the faculties, staffs and the students. All can enjoy the healthy and tasty food together which includes breakfast and lunch.

College Activities

The Shepherd College develops students as a competent human resource of the media and information sectors. They will learn principle of media and media related industries that are used in the career of their life. It helps the students to jump to the profession with confidence. Their knowledge and skill is not applied in the media sector but broader range of information services.



PLA 5th Convocation Ceremony
5th March 2017

Shepherd
COLLEGE





KABITA SHARMA / MMT
Program Co-ordinator, Shepherd College

I am the student of first batch in Shepherd College. I came to this college because of my mentor Dr. Suresh Acharya and journalist Bishnu Sharma. This college has give me a lot and have helped me even in odd days of my life. because of the support of my faculties and friends, I completed my masters studies over here. Today, I am here in Shepherd College as a program Co-ordinator and lecturer. I proudly can say that I am the first student to specialize in Radio in MMT Program.



PRATIK MAN SINGH PRADHAN / MMT
Senior Lecturer
(Islington College)

I chose Shepherd College because of its unique Media Technology Course which isn't available in any other colleges.

I enjoyed my time in Shepherd collage, its friendly and helpful teachers really helped me excel in life. I also made connections which helped me professionally and got exposure to media industry.



DOMA SHERPA / BMT / MMT
Founder (himalisandesh.com)
TV Program Presenter and
Program Host / Social worker

I chose Shepherd College because of the good education and desire to do something. Because our community is not involved in media. I had chosen this college to study for change the our community and raising a issue.



CHANDRA PRAKASH PATHAK / MMT
Assistant Officer
(Lumbini Development Trust)

Having a keen interest in Media Field I was searching for a college that would teach me the theoretical as well as the practical aspects of Media. When I came to know about Shepherd College I became hopeful to pursue my dream in the field of Media.

Shepherd college will always remain in my heart because I got a chance to learn about Media Technology, Media Industry and other related aspects of Media at this College. I got a chance to learn from the experts of Media field and also got a chance to establish a relationship with various people in the field of Media. I thank Shepherd College for providing such a valuable opportunity.



PURNIMA GURUNG / BMT
Film Artist
(Gurung Film Industry)

Shepherd College is only one college that have media technology subject. It provides education with love , care and most importantly in a well disciplined manner. Also hearing the experiences of ex students of this college made me choose this college to enhance my career in media technology.

After +2 it was a challenging decision to choose a right college. after joining shepherd college, I found the teachers co-ordination and the way of explanation during teaching were really encouraging. The friendly atmosphere excellent teachers, committed staffs and sufficient learning materials have made me feel like this college is an exciting and dynamic place for learning.





DHARMENDRA JHA/ MMT
Former President of
Federation of Nepali Journalist

I was attracted by the new technology in the field of media. So, to study more, I chose this course of Shepherd College which is very advanced compared to other courses in Nepal. Academic environment is very good with the experienced team of teachers, Library and other facilities like Computer Lab, Studios and of course the very helpful staffs.



MILAN CHANDRA KHANAL /MMT
Nepal Medical Association

Having had the experience in rural and health sector, I saw the demand of Media Technology in Nepal. And the idea of integrating these concepts :health, rural development and Media technology to create unique insights and notions for tailored development activities just lured me in to take Master in Media Technology course at this college. I am happy and pleased to have taken this decision.



GANGA DHAR PARAJULI/ MMT
Chairman, Minimum Wages
Fixation Committee (MWFC)

I chose this college to legalize my Knowledge. I found Shepherd College very good for all the professionals and students interested in the field of media and journalism.

Having long practices in media, I've not got chance to have an academic career. I felt guilty for not having formal education in media course. Finally, I found Shepherd as per my choice.



SACHIN ROKA/MMT
General Manager
(Nepal Television)

As a journalist, I wanted to pursue a higher education in this field so I joined MMT for masters education in Shepherd College.

I found this college very good and appropriate for Media Studies. Here, we get in depth education about media, media laws, media managements, post production techniques etc.



ARATI SHILPAKAR /MMT
Lecturer/Exam Co-ordinator (Shepherd College)
Senior Faculty (Animax Animation Academy)

Being in the field of Multimedia for several years, the quest for more knowledge about media technologies in Nepal brought me to Shepherd College.

I feel very proud to be a part of Shepherd family, both as a student and now as a staff member. Yes, Shepherd College is definitely ruling the media world in Nepal academically since 2002 A.D. I am very grateful to all my distinguished teachers and friends for the inspirations and encouragements.





Shepherd COLLEGE

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Empowering Aspirations