

## Frequently Asked Questions (FAQs)

### **Xavier School of Communications (XCOMM) Xavier University Bhubaneswar (XUB)**

**1. What is XCOMM?**

Xavier School of Communications, popularly known as XCOMM, is one of the many schools of Xavier University Bhubaneswar (XUB). XCOMM has evolved over the last 5 years of its existence, into one of the leading institutions of higher learning in the field of communication and media studies in India.

**2. What more can I learn about Xavier University Bhubaneswar (XUB)?**

XUB was established in accordance with the Xavier University, Odisha Act 2013. The Xavier It is recognized by the UGC and operates within UGC regulations.

**3. What are the programs offered by XCOMM?**

B.Sc. Mass Communication, MA Mass Communication and Ph.D.

**4. Who grants the degree?**

Xavier University Bhubaneswar grants the degree to a student upon successful competition of a program.

**5. Who can apply for the program?**

Students from any stream who have completed +2 or intermediate with a minimum 50% score are eligible to apply for UG program. For MA program, a student with any UG degree with minimum 50% score is eligible to apply.

**6. Do you have on campus hostel facility for students?**

Yes. On campus hostel facility is available for students.

**7. How does one get inputs from industry experts?**

XCOMM has qualified faculty from nationally reputed institutions. Most of the faculty possess industry experience. Though the faculty of XCOMM provide balanced inputs both in theory and practice, professionals from the media industry are invited to lecture as guest faculty for specialized courses. Regular talks and workshops are organized to bridge the gap between classroom learning and industry requirements.

**8. What are the infrastructure facilities available for the students?**

XUB is a Wi-fi enabled campus. All the classrooms are equipped with state-of-the-art audio visual facilities. Students can access digital library 24x7 on campus. XCOMM has one of the

best professional audio and video studios, Digital still photography studio, shooting floor, online TV production set-up, edit suites, lab and professional training in high end softwares.

**9. What are the kinds of academic projects that XCOMM students engage in?**

To provide students with interdisciplinary knowledge of different branches of media, XCOMM students engage in an array of academic projects such as designing radio programs, structuring television news, documentary films and short fiction films, ad-film making, public relations campaigns, corporate public relations, development communication, scripting and executing various television entertainment programs- reality shows, talk shows, comedy shows, photo journalism, newspaper and magazine designs.

**10. What are the extracurricular activities students are engaged in at XCOMM?**

XCOMM encourages students to actively participate in cocurricular activities. The School has several activity clubs which are headed by student representatives under the guidance of faculty mentors. With a mission to create an atmosphere of healthy competition and holistic growth, the School has to its credit various clubs such as Photography, Videography, Debate, Quiz, Public Relations, Film & Theatre, Music and Dance as well as Creative club.

**11. How does XCOMM prepares students for future careers?**

XCOMM believes in learning by doing. On completion of the program, the students will be fully equipped to face the industry requirements in the field of Television Production, Digital Video Editing, Radio Production, Digital Sound Production, Journalism (Print, Television, online), Documentary Film Making, Ad film making, Public Relations, Advertising, Lighting, Broadcast News production, Graphic Design, Digital Marketing, Social Media, Event Management and many other areas.

**12. Is there any campus placement?**

No. XCOMM does not provide campus placement. However, XCOMM offers Career Advisory Service (CAS) facility to enable students to get internship opportunities of eight months during the tenure of three years of B.Sc. Mass Communication program and six months during the tenure of two years MA Mass Communication. The students often procure pre-placement offers (PPO) depending on their performance and merit.

The Career Advisory Service (CAS) helps to build, sustain and enhance the School's relationship with leading media houses, corporates and agencies. Presently our students are interning at the leading media and corporate houses in India. So far, our students have interned with leading national television news channels, reputed national and regional dailies, online news platforms, national news agencies, FM radio stations, NGOs, public relation and corporate communication firms, renowned advertising agencies, top event management companies, production houses and under the mentorship of independent photographers, national award-winning cinematographers and designing firms.

**13. Does XCOMM provide scholarship for students?**

Limited scholarship is available for general, SC/ST and economically weaker students for UG program at XCOMM.

**14. What is the pattern of admission test conducted in XCOMM?**

The aspirant would be evaluated based on aptitude, language capability, skills of comprehension and analysis, general awareness of polity, economy, public debates and discussions, international relations, orientation to sectors related to advertising and public relations and an overall understanding of media and society.

The admission test comprises of academic score of qualifying studies (30%), written test (aptitude test for the program and general knowledge in the field of media- 30%), credentials supporting creative works of the applicant (10%,) and personal interview (30%)

Only the successful aspirants would be offered admission and inducted to the program.

**15. Interview Checklist**

Apart from carrying academic certificates, the aspirant is required to carry a portfolio/ file with his/her creative works – paintings, photographs, creative write ups, screen shots of personal blogs, certificates of participation in academic/cultural/sports competitions. A recommendation letter from School Principal/ Vice – Principal is encouraged (though not mandatory).