



**HSNC University Mumbai**

(2021-2022)

Ordinances and Regulations

For

Choice Based Credit System

(CBCS)

For the Program Under the Department of Mass Media

in

**The Faculty of Humanities**

For the subject

**Bachelor of Arts in Multimedia and Mass Communication**

**(B.A.M.M.C)**

With effect from the Academic year

2021-2022

**Semester VI**

**Section E**

**Department of Mass Media**

**Board of Studies**

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Recommendations of the Board of Studies:

## Section A

### Outline of Choice Based Credit System as outlined by University Grants Commission:

**R. 10001: The Definitions of The Key Terms used in the Choice Based Credit System introduced from The Academic Year 2020-2021 are as under:**

1. **Core Course:** A course, which should compulsorily be studied by a candidate as a core requirement is termed as a Core course.

2. **Elective Course:** A course which can be chosen from a pool of courses and which may be very specific or specialized or advanced or supportive to the discipline/subject of study or which provides an extended scope or which enables an exposure to some other discipline/subject/domain or nurtures the candidate's proficiency/skill is called an Elective Course.

2.1 **Discipline Specific Elective (DSE) Course:** Elective courses offered by the main discipline/subject of study is referred to as Discipline Specific Elective.

The University/Institute may also offer discipline related Elective courses of **interdisciplinary** in nature (to be offered by main discipline/subject of study).

2.2 **Dissertation/Project:** An elective course designed to acquire special/advanced knowledge, such as supplement study/support study to a project work, and a candidate studies such a course on her/his own with an advisory support by a teacher/faculty member is called dissertation/project. A Project/Dissertation work would be of 6 credits. A Project/Dissertation work may be given in lieu of a discipline specific elective paper.

2.3 **Generic Elective (GE) Course:** An elective course chosen from an unrelated discipline/subject, with an intention to seek exposure is called a Generic Elective.

P.S.: A core course offered in a discipline/subject may be treated as an elective by other discipline/subject and vice versa and such electives may also be referred to as Generic Elective.

3. **Ability Enhancement Courses (AEC):** The Ability Enhancement Courses may be of two kinds: Ability Enhancement Compulsory Courses (AECC) and Skill Enhancement Courses (SEC). "AECC" courses are the courses based upon the content that leads to Knowledge enhancement; SEC courses are value-based and/or skill-based and are aimed at providing hands-on-training, competencies, skills, etc.

## **Choice Base Credit System**

CBCS allows students to choose inter-disciplinary, intra-disciplinary courses, skill-oriented papers (even from other disciplines according to their learning needs, interests and aptitude) and provides more flexibility for the students.

### **Program:**

A Program is a set of course that are linked together in an academically meaningful way and generally ends with the award of a Degree Certificate depending on the level of knowledge attained and the total duration of study.

### **Course:**

A 'course' is essentially a constituent of a 'program' and may be conceived of as a composite of several learning topics taken from a certain knowledge domain, at a certain level. All the learning topics included in a course must necessarily have academic coherence, i.e. there must be a common thread linking the various components of a course. A number of linked courses considered together are in practice, a 'program'.

### **Bridge Course:**

Bridge course is visualized as Pre semester preparation by the learner before commencement of the regular lectures. For each semester the Module, whose knowledge is considered as essential for effective and seamless learning in the Semester, will be specified. The Bridge Course can be conducted in online mode. The Online content can be created for the Bridge Course Modules.

### **Module and Module:**

A course which is generally an independent entity having its own separate identity, is also often referred to as a 'Module' in today's parlance, especially when we refer to a 'modular curricular structure'. A module may be studied in conjunction with other learning modules or studied independently. A topic within a course is treated as a Module. Each course should have exactly 5 Modules.

### **Self-Learning:**

**20% of the topics will be marked for Self-Learning.** Topics for Self-Learning are to be learned independently by the student, in a time-bound manner, using online and offline resources including online lectures, videos, library, discussion forums, field work, internships etc.

Evaluative sessions (physical/online), equivalent to the credit allocation of the Self Learning topics, shall be conducted, preferably, every week for each course. Learners are to be evaluated real time during evaluative sessions. The purpose of evaluative sessions is to assess the level of the students' learning achieved in the topics earmarked for Self-Learning.

The teacher's role in these evaluative sessions will be that of a Moderator and Mentor, who will guide and navigate the discussions in the sessions, and offer concluding remarks, with proper reasoning on the aspects which may have been missed by the students, in the course of the Self-Learning process.

The modes to evaluate self-learning can be a combination of the various methods such as written reports, handouts with gaps and MCQs, objective tests, case studies and Peer learning. Groups can be formed to present self-learning topics to peer groups, followed by Question-and-Answer sessions and open discussion. The marking scheme for Self-Learning will be defined under Examination and Teaching.

The topics stipulated for self-learning can be increased or reduced as per the recommendations of the Board of Studies and Academic Council from time to time. All decisions regarding evaluation need to be taken and communicated to the stakeholders preferably before the commencement of a semester. Some exceptions may be made in exigencies, like the current situation arising from the lockdown, but such ad hoc decisions are to be kept to the minimum possible.

**Credit Point:**

Credit Point refers to the 'Workload' of a learner and is an index of the number of learning Lectures deemed for a certain segment of learning. These learning Lectures may include a variety of learning activities like reading, reflecting, discussing, attending lectures / counseling sessions, watching especially prepared videos, writing assignments, preparing for examinations, etc. Credits assigned for a single course always pay attention to how many Lectures it would take for a learner to complete a single course successfully. A single course should have, by and large a course may be assigned anywhere between 2 to 8 credit points wherein 1 credit is construed as corresponding to approximately 30 to 40 learning Lectures.

**Credit Completion and Credit Accumulation:**

Credit completion or Credit acquisition shall be considered to take place after the learner has successfully cleared all the evaluation criteria with respect to a single course. Thus, a learner who successfully completes a 4 CP (Credit Point) course may be considered to have collected or acquired 4 credits. learner level of performance above the minimum prescribed level (viz. grades / marks obtained) has no bearing on the number of credits collected or acquired. A learner keeps on adding more and more credits as he completes successfully more and more courses. Thus, the learner 'accumulates' course wise credits.

**Credit Bank:**

A Credit Bank in simple terms refers to stored and dynamically updated information regarding the number of Credits obtained by any given learner along with details regarding the course/s for which Credit has been given, the course-level, nature, etc. In addition, all the information regarding the number of Credits transferred to different programs or credit exemptions given may also be stored with the individual's history.

**Credit Transfer:**

(Performance transfer) When a learner successfully completes a program, he/she is allowed to transfer his/her past performance to another academic program having some common courses and Performance transfer is said to have taken place.

**Course Exemption:**

Occasionally, when two academic programs offered by a single university or by more than one university, may have some common or equivalent course-content, the learner who has already completed one of these academic programs is allowed to skip these 'equivalent' courses while registering for the new program. The Learner is 'exempted' from 'relearning' the common or equivalent content area and from re-appearing for the concerned examinations. It is thus taken for granted that the learner has already collected in the past the credits corresponding to the exempted courses.

**Note: The Ordinances and Regulations given below are applicable to Program of Humanities under faculty of Mass Media, unless and otherwise specified.**

**O. 1**

Minimum duration of the BAMMC programme will be of 3 years in the Semester pattern i.e. from Sem. I to Sem. VI.

The degree will be awarded to a learner who successfully completes 120 credits of the programme in period of 3 to 6 years from the year of enrollment to semester VI.

If a learner does not earn 120 credits in 12 semesters from the year of enrolment to semester I, he/she may at his/her option transfer his/her performance in the existing/new program after establishing equivalence between old and new syllabus. Such a performance transfer will be decided by the Board of Studies / Ad-hoc Board / Ad hoc Committee of the concerned subject. The admission to the program will be governed by the existing rules

**O\*\*\*\*\*The fees for transfer of credits or performance will be based on number of credits that a learner has to complete for award of the degree.**

**R10002**Credits earned at one institution for one or more courses under a given program will be accepted under another program either by the same institution or another institution either through Direct Performance Transfer or Course exemption.

**R10003TheScheme of Teaching and Examination:**

The Scheme of Teaching and Examination shall be divided into THREE components, SELF LEARNING, Internal assessment and External assessment (semester end examination) for each course of the program.

1) **SELF LEARNING** Assessment. Some methodology has been described in Definition of Self Learning. However Subject Teacher is authorized to devise newer methods of evaluation, which must essentially be documented and circulated through mail or written circular to the learners at least 7 days prior to its implementation. 10% of the marks shall be allocated for Self-Learning assessment.



2) **Internal Assessment** includes Assignments, Seminars, Core Practical, Practical, Commutative Test, Practical Record, Module Tests etc. Subject Teacher is authorized to devise newer methods of evaluation, which must essentially be documented and circulated through mail or written circular to the learners at least 7 days prior to its implementation. For each course, there is a passing minimum for internal Assessment as 40% (12 out of 30 marks).

3) **Semester End Examination** 60% (24 out of 60 will be passing marks) overall 40% (40 out of 100 will be passing marks).

## Section B

### R. 20001 Passing Standard and Performance Grading:

#### PASSING STANDARD:

The learners to pass a course shall have to obtain a minimum of 40% marks in aggregate for each course where the course consists of Internal Assessment & Semester End Examination. The learners shall obtain minimum of 30% marks (i.e. 12 out of 30) in the Internal Assessment and 70% marks in Semester End Examination (i.e. 24 Out of 60) separately, to pass the course and minimum of Grade E in each project, wherever applicable, to pass a particular semester. A learner will be said to have passed the course if the learner passes the Internal Assessment & Semester End Examination together.

#### PERFORMACE GRADING:

The Performance Grading of the learners shall be on the TEN-point ranking system as under:

| Grade | Marks Grade | Points |
|-------|-------------|--------|
| O+    | 90 & above  | 10     |
| O     | 80 to 89.99 | 9      |
| A+    | 70 to 79.99 | 8      |
| A     | 65 to 69.99 | 7      |
| B+    | 60 to 64.99 | 6      |
| B     | 55 to 59.99 | 5      |
| C     | 50 to 54.99 | 4      |
| D     | 45 to 49.99 | 3      |

|   |                      |   |
|---|----------------------|---|
| E | 40 to 44.99          | 2 |
| F | (Fail) 39.99 & below | 1 |

**The performance grading shall be based on the aggregate performance of Internal Assessment and Semester End Examination.**

**R.20002 Carry Forwards of Marks: In Case of A Learner Who Fails In The Internal Assessment And /Or Semester End Assessment In One Or More Subjects:**

1) A learner who PASSES in the Internal Examination but FAILS in the Semester End Examination of the course shall re-appear for the Semester End Examination of that course. However, his/her marks of the Internal Examinations shall be carried over and he/she shall be entitled for grade obtained by him/her on passing.

2) A learner who PASSES in the Semester End Examination but FAILS in the Internal Assessment of the course shall re-appear for the Internal Examination of that course. However, his/her marks of the Semester End Examination shall be carried over and he/she shall be entitled for grade obtained by him/her on passing.

**R. 20003 ALLOWED TO KEEP TERMS (ATKT):**

a. A learner shall be allowed to keep term for Semester II irrespective of number of heads of failure in the Semester I.

b. A learner shall be allowed to keep term for Semester III if he/she passes each of Semester I and Semester II

**OR**

A learner who fails in not more than two courses of Semester I and Semester II taken together.

c. A learner shall be allowed to keep term for Semester IV irrespective of number of heads of failure in Semester III. However, the learner shall pass each course of Semester I and Semester II in order to appear for Semester IV.

d. A learner shall be allowed to keep term for Semester V if he/she passes Semester I, Semester II, Semester III and Semester IV

**OR**

Learner shall pass Semester I and Semester II and fails in not more than two courses of Semester III and Semester IV taken together.

e. A learner shall be allowed to keep term for Semester VI irrespective of number of heads of failure in the Semester V. However, the learner shall pass each course of Semester III and Semester IV in order to appear for Semester VI.

f. The result of Semester VI of a learner, in regular program, shall be kept in abeyance until the learner passes each of Semester I, Semester II, Semester III, Semester IV and Semester V.

g. The result of Semester VI of a learner, in Honours program, shall be kept in abeyance until the learner passes each of Semester I, Semester II, Semester III, Semester IV and Semester V and additional.

#### **R.20004 ADDITIONAL EXAMINATION:**

##### **INTERNAL ASSESSMENT:**

##### **Eligibility norms to appear for the additional class test or assignment or project for learners who remained absent:**

a. The learner must apply to the Head of the Institution / School / Department giving the reason(s) for absence within 8 days of the conduct of the examination along with the necessary documents and testimonials.

b. If the learner is absent, on sanctioned leave from head of Institution / School / Department, for participation in Inter Collegiate events, State or National or International level events, Training camp or coaching camp organized by authorized university or state or national or international bodies, NSS / NCC Events / Camps / cultural activities / sports activities / research festival or any other activities authenticated by the head of the institution, the head of the Institution shall generally grant permission to the learner to appear for the additional class test or assignment.

c. The Head of the Institution, on scrutiny of the documents and testimonials, may grant the permission to the learner to appear for the additional examination.

##### **Class test or assignment for Internal Assessment:**

a. A learner who is absent for the class test and for all the assignment/s will be declared fail in the Internal Assessment Scheme.

b. A learner who is absent for the class test and has appeared for all the assignment/s will be allowed to appear for the additional class test

c. A learner who has appeared for the class test but remains absent for all the assignment/s will be allowed to appear for only one additional assignment.

d. A learner who is absent for the class test or one assignment as the case may be the learner will be allowed to appear for the additional class test/assignment.

The Additional Class Test (or viva examination) or Assignment must be conducted 15 days prior to the commencement of the Semester End Examination after following the necessary procedure and completing the formalities.

#### **SEMESTER END EXAMINATIONS**

##### **Eligibility to Appear for Additional Semester End Examination:**

a. A learner who does not appear i.e. remains absent in some or all the courses on medical grounds or for representing the college / university in sports, cultural activities, activities of NSS, NCC or sports training camps

conducted by recognized bodies / competent authorities or for any other reason which is considered valid under exceptional circumstances and to the satisfaction of the Principal or the Head of the Institute OR fails in some or all the subjects is eligible to appear for the additional examination.

A learner who does not appear for both the Internal Assessment and Semester End Examination shall not be eligible to appear for the additional Semester End Examination.

The additional Semester End Examination shall be of two and half Lectures duration and of 70 marks. The learner shall appear for the course of the Semester End Examination for which he/she was absent or has failed.

**MODE OF CONDUCT OF SEMESTER END ADDITIONAL EXAMINATION:**

- a) There will be one additional examination for semester I, II, III and IV for those who have failed or remained absent.
  
- b) The absent learner will be allowed to appear for the examination by the head of the institution after following the necessary formalities subject to the reasons to the satisfaction of the head of the institution.
  
- c) This examination will be held 20 days after the declaration of results but not later than 40 days.

## PROJECT EVALUATION

1. A learner who PASSES IN ALL THE COURSES BUT DOES NOT secure minimum grade of E in project as applicable has to resubmit a fresh project till he/she secures a minimum of grade E.
2. The credits and grade points secured by him/her in the other courses will be carried forward and he/she shall be entitled for grade obtained by them on passing of all the courses.
3. The evaluation of project and viva/voce examination shall be done by marks only and then it will be converted into grade in the Ten-point scale and award the same to the learner.
4. A learner shall have to obtain minimum of grade E (or its equivalent marks) in project evaluation and viva/voce taken together to obtain 30% marks in project work.

### R.\*\*\*\*: Grade Cum Marks Cards:

The result gazette and the format of the Grade Cards for the semesters conducted by colleges on behalf of the University will be uniform for all the Colleges / Institutions as indicated in the manual for the faculty.

### R.\*\*\*: Semester wise Credit allocation:

| Course | Sem-I | Sem-II | Sem-III | Sem-IV | Sem-V | Sem-VI | Total credit |
|--------|-------|--------|---------|--------|-------|--------|--------------|
| BAMMC  | 20    | 20     | 20      | 20     | 20    | 20     | 120          |

R.\*\*\*\*\* **GRACING:** The gracing shall be carried out as per existing ordinances of the University in force.

### R.\*\*\*\* Question Papers Setting, Assessment Pattern:

1. The question papers shall be set and assessed by the teacher, teaching the course. If the course is taught by more than one teacher, the question paper shall preferably be set jointly and assessment of the sections / questions shall be done by the respective teacher.
2. The College authorities may request the teachers from other institutes teaching the course to set the question paper and/or assess the answer papers. However, for such actions the university authorities may seek proper reasons and justifications from the concerned Head of the Institute.
3. The question paper set by the college in different courses shall be forwarded to the University within 15 days of the declaration of the results for the semester for being placed before the respective Board of Studies, which shall report their observations to the Academic Council and inform the observations of the Board and the Academic Council to the concerned colleges.

### R.\*\*\*\*\* Centralized Assessment:

The entire work of assessment of the answer papers at the Semester End Examinations shall be centralized within the premises of the concerned college as per the provisions of the University Act and shall be open to inspection by the University. The College can appoint a Committee of 5 members to plan and conduct the CAP Center to ensure smooth, efficient and effective conduct of CAP and Completion of the Assessment.

**R.\*\*\*\* Verification and Reevaluation:**

Shall be as per the existing ordinances and regulation / & Vice Chancellor's Directive of the University.

**R.\*\*\*\* Ex-student:** Learners who are declared failed, on account of failure at the Internal Assessment and/or Semester End Examinations or who have been allowed to keep terms for the higher class shall appear as ex-student for the Internal Assessment and/or the Semester End Examination in the failed course at the examinations held by their respective college. Examination for the ex-students will be held at least 15 days prior to the Semester End Examination of the next Semester as per the pattern of the course in the respective (failed) semester examination. The examinations for the ex-students shall be held in every semester.

**R.\*\*\*\* College Examination Committee:** The College Examination Committee shall consist of not more than 10 members, nominated by the Principal / Head of the Institute. One of the members shall be the Chairman of the Committee. The Committee will act as the custodian and shall be In-charge of all the matters pertaining to the Internal Assessment, Semester End Examination of regular as well as ex-students for all the examination at Semester I to IV and for the Internal Assessment for Semester V and VI including preparation of time table, setting of the question paper, arrangement for assessment of the answer books, the declaration of the results, attending to and resolving the grievances/queries of the learners which are not part of Unfair Means Inquiry Committee, keeping records of the assessment of all the assessments and examinations, scrutiny of the student's eligible to appear for the additional examination and any other matter pertaining to the conduct of the additional and examination for the ex-students. The committee shall work as per the rules & regulation of the University and under the superintendent of the Principal/ Head of the Institution but as per direction of University Examination authority from time to time.

**R.\*\*\*\* College Unfair Means Inquiry Committee:** The College Unfair Means Inquiry Committee as per the prevailing ordinances of the University. The term of the committee shall be for five years subject to the provision of the Maharashtra Universities Act. The proceedings and working of the committee shall be maintained in the form of documents and minutes.

**R.\*\*\*\* Sets of Question papers:** Three different sets of question papers shall be drawn with the model answer paper and assessment scheme per course for every Semester End Examination one of which shall be used for the regular examination, the second set can be used for the additional examination and the third set can be used for the examination for the ex-student. Similarly, two sets of question papers shall be drawn for every test/assignment conducted per course one of which shall be used for the examination and the other for the additional examination.

**R.\*\*\*\* Remuneration to Paper Setters / Examiners / Teaching and Non-**

**Teaching Staff:** The remuneration payable to the paper setters and examiners will be as prescribed by the University Statute from time to time. The remuneration payable to the teaching and non-teaching staff

appointed for the conduct of the examinations will be as per the rates prescribed by the University for the conduct of the Third Year Examinations by the University in the concerned faculty

**R.\*\*\*\*\* GRACING:** The gracing shall be carried out as per existing ordinances of the University in force

**O.\*\*\*\*\*: - Grace Marks passing in each head of passing:** Grace Marks passing in each course/ head of passing (Theory/ Practical/ Oral/ Sessional/ TW/ External / Semester End Exam / Internal Assessment) The examinee shall be given the benefit of grace marks only for passing in each course / head of passing (Theory / Practical / Oral / Sessional/ TW) in External / Semester End Examination or Internal Examination Assessment as follows:

| Head of Passing | Grace Marks Upto |
|-----------------|------------------|
| Upto- 50        | 2                |
| 051 - 100       | 3                |
| 101 - 150       | 4                |
| 151 - 200       | 5                |
| 201 - 250       | 6                |
| 251 - 300       | 7                |
| 301 - 350       | 8                |
| 351 - 400       | 9                |
| 401 and above   | 10               |

Provided that the benefit of such gracing marks given in FMM courses head of passing shall not exceed 1% of the aggregate marks in that examination. Provided further that the benefit of gracing of marks under this Ordinance, shall be applicable only if the candidate passes the entire examination of semester / year. Provided further that this gracing is concurrent with the rules and guidelines of the UGC.

**O.\*\*\*\*\*: -Grace Marks for getting Higher Class / Grade**

A candidate/learner who passes in all the subjects / courses and heads of passing in the examination without the benefit of either gracing or condonation rules and whose total number of marks falls short for securing Second Class /Higher Second Class/ First Class or next Higher Grade by marks not more 1% of the aggregate marks of that examination or up to 10 marks, whichever is less, shall be given the required marks to get the next higher or grade as the case may be.

Provided that benefits of above-mentioned grace marks shall not be given, if the candidate fails to secure necessary passing marks in the aggregate course / head of passing also, if prescribed, in the examination concerned.

Provided further, that benefits of above-mentioned grace marks shall be given to the candidate for such examination/s only for which provision of award of Class / Grade has been prescribed.

Provided further that this gracing is concurrent with the rules and guidelines of the UGC.

**O.\*\*\*\*Grace Marks for getting distinction / Grade 'O' in the subject / course only.**

A candidate/learners who passes in all the Courses or Subjects/ Heads of passing in the examination without benefit of either gracing or condonation rules and whose total number of marks in the courses/ subject/s falls short by not more than three marks for getting Grade 'O'/ distinction in the courses / subject/s respected shall be given necessary grace marks up to three (03) in maximum two subjects, courses subject to maximum 1% of the total marks of that Head of Passing whichever is more, in a given examination.

Provided that benefits of above-mentioned grace marks shall not be given to the candidate only for such examination/s for which provision for distinction in a course /subject has been prescribed.

**O. \*\*\*\*\* Condonation**

If a candidate/learner fails in only one course/ head of passing, having passed in all other courses/ heads of passing, his/her deficiency of marks in such head of passing may be condoned by not more than 1% of the aggregate marks of the examination or 10% of the total number of marks of that course / head of passing in which he/she is failing, whichever is less. However, condonation, whether in one head of passing or aggregate head of passing be restricted to maximum up to 10 marks only.

Condonation of deficiency of marks be shown in the Grade Card/ Statement of Marks in the form of asterisk and Ordinance number. Provided that this condonation of marks is concurrent with the rules and guidelines of UGC.

**O.\*\*\*\*\* Moderation**

1. The Moderation System shall be application to all the faculties for Under Graduate and Post Graduate Semester End Examination / External Theory Examination.

2. 100% moderation of the answer book shall be carried out in the case of candidates failing by 10% of marks of the aggregate marks of that course / paper.

3. In case of FMM course, 100% moderation shall be carried out in case of candidates obtaining 70% and above marks or Grade 'O'.



4. The moderation of answer books of at least 5% of total number of candidates obtaining marks between Grade 'E' / minimum passing marks and marks required for Grade 'A' and above First Class/ distinction shall be carried out on random sample basis.

5. One moderator shall be appointed per five examiners. However, Chairman, Board of paper setters will act as the moderator, where there are less than five examiners.

6. Moderation work shall be carried out simultaneously with the central assessment of answer books at CAPs.

7. Where marks awarded by the moderator vary from those awarded by original examiner, the marks awarded by the moderator shall be taken as final.

8. University shall formulate detailed scheme of moderation on the basis of guidelines given above.

**O.\*\*\*\*\*: Vigilance Squad**

1. The Vigilance Squad/s of not less than three and not more than four members shall be appointed by the Vice Chancellor to visit the Centers of University Examinations to:

i. Ensure that the University Examinations are conducted as per norms laid down.

ii. Observe whether the Senior Supervisors and Block Supervisors are following scrupulously instructions for conduct of the University Examinations.

iii. Check the students who try to resort to malpractices at the time of University Examinations and report such case to the University.

2. The Vigilance Squad is authorized to visit any Examination Centre without prior intimation and enter office of the In-charge of the Examination Centre to check the record and other material relating to the conduct of Examination. They can enter in any block of Examination for checking the candidates identify card, fee receipt, hall tickets etc. to ascertain the authenticity of the Candidate. The Vigilance Squad shall e authorized to detect use of malpractices and unfair means in the University Examination.

3. The Vice Chancellor shall appoint Vigilance Squad which may include: Senior Teachers of Affiliated College/Recognized Institution/ University Departments /Teachers and desirably one lady teacher; and any other person as the Vice Chancellor considers appropriate.

4. The Chairman of Vigilance Squad/s shall submit the report on surprise visit directly to the Vice Chancellor with a copy to the concerned Principal. The Vigilance Squad/s may make suggestions in the matter of proper conduct of examinations, if necessary.

5. The Principal of the College where the center of examination is located shall be responsible for the smooth conduct of examination. He/ She shall ensure strict vigilance against the use of unfair means by the students and shall be responsible for reporting such cases to the University as well as the law of enforcing authority.

**O.\*\*\*\*\*Amendments of Results**

1)**Due To Errors** In any case where it is found that the result of an examination has been affected by errors, the Controller of Examinations shall have power to amend such result in such manner as shall be in accordance with the true position and to make such declaration as is necessary, with the necessary approval of Vice Chancellor, provided the errors are reported / detected within 6 months from the date declaration of results. Errors detected thereafter shall be placed before the Board of Examinations.

Error Means: -

i) Error in computer/data entry, printing or programming and the like.

ii) Clerical error, manual or machine, in totaling or entering of marks on ledger/register.

iii) Error due to negligence or oversight of examiner or any other person connected with evaluation, moderation and result preparation.

2. Due to fraud, malpractices etc.

In any case where the result of an examination has been ascertained and published and it is found that such result has been affected by any malpractices, fraud or any other improper conduct whereby an examinee has benefited and that such examinee, has in the opinion of the Board of Examination been party of privy to or connived at such malpractice, fraud or improper conduct, the Board of Examination shall have power at any time notwithstanding the issue of the Certificate or the award of a Prize or Scholarship, to amend the result of such examinee and to make such declaration as the Board of Examination considers necessary in that behalf.

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## Section C

### Bachelor of Arts in Multimedia and Mass Communication

#### Part 1 - Preamble

The Mass Media Department at KC College of the H(S) NC Cluster University has four integrated programs that have been designed to cater to students who wish to pursue a career in different media both at the undergraduate & Post graduate levels. Students will be trained in several disciplines as they progress in the different programs.

#### Program offered by the Department:

Two Undergraduate programs:

- a. BAMB- Bachelor of Arts in Mass Media
- b. BAFTNMP -Bachelor of Arts in Film, Television & New Media Production

#### Two Post graduate Programs:

- a. MACJ- Master of Arts in Communication & Journalism
- b. MAEMA- Master of Arts in Entertainment, Media & Advertising

#### Relevance of the Programs:

The programs are relevant in today's academic sphere as, the Media landscape has changed a lot in the last two decades and the program needs to keep up with the times.

1. Traditional media has changed both in presentation & content
2. Internet has become more accessible and more people are using it for accessing information, exchanging communication & entertainment.
3. Media convergence has grown and with it there is more integration across media:
  - a. Increased viewership of Films & TV content across platforms
  - b. Boom of radio and digital audio platforms.
  - c. Growth of Transmedia
4. International Relations is a relevant area of interdisciplinary study and today's time

#### Program Objectives

1. Encourage critical thinking, professional writing skills and effective oral communication.
2. Careers in Media- Advertising, Public Relations, Journalism, Film, New media, Radio & Television or for Post graduate studies.
3. Professional skills for careers in Entertainment & New media.

4. To understand the theory & practical application of communication research methods in Media texts, audiences & Transmedia production.
5. To appreciate the finer aspects of design & aesthetics in Media
6. The syllabi for the two undergraduate programs is for three years: **FYBAMM and FYBAFTNMP**
7. The Syllabi for the two post graduate programs is for two years: **MACJ and MAEMA**

### **Learning Objectives**

The programs enable students to learn:

1. Global awareness of political, social, Environmental and corporate issues.
2. To deal with issues- sensitively, cognitively & compassionately
3. The foundation, process, and practices of writing & be proficient in the same in different media.
4. The foundation, process and nuances of filmmaking across platforms & be proficient in the same.
5. To conceptualize, design, and produce content aesthetically.
6. To acquire the knowledge, skills, and values that prepare them for future careers.

### **Learning Outcomes:**

The learning outcomes involve both understanding the theoretical perspectives and practical applications.

1. To equip the students to appreciate the interdisciplinary nature of the programs.
2. To develop a global awareness of political, social and environmental issues through different media.
3. To comprehend the economics of the media industry, regulatory constraints, Ethical concerns, The Indian & global role of Intellectual property Rights.
4. To prepare students for a variety of careers in Business & industry including - Print, Broadcast, Films, New Media, Media Research.
5. To groom the students to be responsible media professionals.

**Course Objective:** The main objectives of the course are:

- To think analytically, creatively and critically in developing robust, extensible and highly maintainable technological solutions to simple and complex problems related to human, technology and environmental factors.
- To work effectively as a part of a team to achieve a common stated goal.
- To adhere to the highest standards of ethics, including relevant industry and organizational codes of conduct.
- To develop an aptitude to engage in continuing educational and professional development.

The syllabus spanning three years covers the industry endorsed relevant courses. The students will be ready for the jobs available in different fields of media.

### **Process adopted for curriculum designing:**

The process involved both Academia & Industry professionals & the methods adopted were:

- Brainstorming

- Deliberations
- Personal Interactions
- Studied syllabi of other Universities & colleges in India and custom-made the same to our programs.

**Salient features, how it has been made more relevant:**

The mass media course of Bombay university started in the year 2000. It is now two decades since the course came into force and the media course today needs to be made more relevant to suit the current times. The Media landscape has changed a lot in the last two decades. The programs are relevant in today's academic sphere as:

- Traditional media has changed -in presentation & content
- Internet has become more accessible and has penetrated far and wide making academia accessible.
- Media convergence has grown paving way for collaborations across geographical boundaries
- Increased viewership of Films & TV content across platforms
- Boom of radio and digital audio platforms
- Growth of Transmedia

**Part 2 - The Scheme of Teaching and Examination**

**Semester – VI**

| Sr. No.   | Choice Based Credit System                    |   | Subject Code                                      | Remarks              |
|---|---|---|---|----------------------|
| 1   | Core Course                                   |   | UHFMM601<br>UHFMM602<br>UHFMM603                  |                      |
| 2   | Elective Course                               | Discipline Specific Elective (DSE) Course |   | UHFMM604<br>UHFMM605 |
|   |   | 2.1                                       | Interdisciplinary Specific Elective (IDSE) Course |                      |
|   |   | 2.2                                       | Dissertation/Project                              |                      |
|   |   | 2.3                                       | Generic Elective (GE) Course                      | UHFMM606             |
| 3   | Ability Enhancement Compulsory Courses (AECC) |   |   |                      |
|   | Skill Enhancement Courses (SEC)               |   |   |                      |
| <b>UHFMM – Undergraduate Humanities Faculty of Mass Media</b> |   |   |   |                      |

**First year Semester -I Internal and External Assessment Details**

| Sr No | Subject Code | Subject Title                                    | Lectures Per Week (Lecture of 45min) |      |   |   | Evaluation Scheme |     |    |    |     |    | Total Marks |
|-------|--------------|--|--------------------------------------|------|---|---|-------------------|-----|----|----|-----|----|-------------|
|       |              |  | Modules                              | S L  | L | P | CR                | SLE | TA | CT | SEE | PE |             |
| 1     | UHFMM601     | Advertising and Marketing Research               | 5                                    | 20%* | 4 | - | 4                 | 10  | 20 | 10 | 60  | -  | 100         |
| 2     | UHFMM602     | Legal Environment & Advertising Ethics           | 5                                    | 20%* | 4 | - | 4                 | 10  | 20 | 10 | 60  | -  | 100         |
| 3     | UHFMM603     | Contemporary Issues                              | 5                                    | 20%* | 4 | 4 | 4                 | 10  | 20 | 10 | 60  | -  | 100         |
| 4     | UHFMM604     | Digital Marketing & E commerce                   | 5                                    | 20%* | 4 | - | 3                 | 10  | 20 | 10 | 60  | -  | 100         |
| 5     | UHFMM605     | Financial Management for Marketing & Advertising | 5                                    | 20%* | 4 | - | 3                 | 10  | 20 | 10 | 60  | -  | 100         |
| 6     | UHFMM606     | Agency   | 5                                    | 20%  | 4 | - | 2                 | 10  | 20 | 10 | 60  | -  | 100         |

|  |                        |                   |                    |   |  |    |  |             |  |  |     |  |
|--|------------------------|-------------------|--------------------|---|--|----|--|-------------|--|--|-----|--|
|  |                        | <b>Management</b> |                    | * |  |    |  |             |  |  |     |  |
|  | Total Lectures/ Credit |                   | (24+4) per week/20 |   |  | 20 |  | Total Marks |  |  | 600 |  |

**\*One to two lectures to be taken for CONTINUOUS self -learning evaluation**

|            |                                 |
|------------|---------------------------------|
| <b>SL</b>  | <b>Self-Learning</b>            |
| <b>L</b>   | <b>Lectures</b>                 |
| <b>P</b>   | <b>Practical</b>                |
| <b>CR</b>  | <b>Credits</b>                  |
| <b>SLE</b> | <b>Self-Learning Elective</b>   |
| <b>CT</b>  | <b>Class Test</b>               |
| <b>TA</b>  | <b>Tutorial Assignment</b>      |
| <b>SEE</b> | <b>Semester End Examination</b> |
| <b>PE</b>  | <b>Practical Evaluation</b>     |

| Sr No | Subject Code & Title                             | Subject Module Title | Lectures (50 min)  | Total Lectures | Credits | Total Marks |                |
|-------|--|----------------------|--|----------------|---------|-------------|----------------|
| 1     | Advertising and Marketing Research               | 1                    | Fundamentals of Research Hypothesis                                      | 08             | 48      | 4           | 100<br>(60+40) |
|       |  | 2                    | Research Design  | 08             |         |             |                |
|       |  | 3                    | Sampling   | 08             |         |             |                |
|       |  | 4                    | Data collection, Projective Techniques & Report Writing                  | 08             |         |             |                |
|       |  | 5                    | AD Research  | 08             |         |             |                |
|       |  |                      | Neuroscience in Advertising Research                                     |                |         |             |                |
|       |  | 6                    | Marketing Research   | 08             |         |             |                |
| 2     | Legal Environment & Advertising Ethics           | 1                    | Legal Environment: Laws of the Land , Government Policies and Cyber laws | 06             | 48      | 4           | 100<br>(60+40) |
|       |  | 2                    | Laws pertaining to Media   | 06             |         |             |                |
|       |  | 3                    | Ethics in Advertising  | 06             |         |             |                |
|       |  | 4                    | Unfair Trade Practices & the Competition Act 2002                        | 06             |         |             |                |
|       |  | 5                    | Consumer Protection  | 06             |         |             |                |
|       |  | 6                    | Advertising and society  | 06             |         |             |                |
|       |  | 7                    | Critique of Advertising  | 12             |         |             |                |
| 3     | Contemporary Issues                              | 1                    | Ecology and its related concerns   | 08             | 48      | 4           | 100<br>(60+40) |
|       |  | 2                    | a. Human Rights<br>b. Legislative measures with reference to India       | 08             |         |             |                |
|       |  | 3                    | Political concerns and challenges  | 08             |         |             |                |
|       |  | 4                    | Economic Development and challenges                                      | 08             |         |             |                |
|       |  | 5                    | Social Development and challenges  | 08             |         |             |                |
|       |  | 6                    | Ecology and its related concerns   | 08             |         |             |                |
| 4     | Digital Marketing & E-commerce                   | 1                    | Introduction to Digital Marketing  | 10             | 48      | 3           | 100<br>60+40   |
|       |  | 2                    | Search Engine Optimization – SEO & Search Engine marketing SEM           | 08             |         |             |                |
|       |  | 3                    | Social Media Marketing (SMM)   | 06             |         |             |                |
|       |  | 4                    | Email Marketing, Affiliate Marketing and Programmatic Marketing          | 08             |         |             |                |
|       |  | 5                    | Web Analytics  | 10             |         |             |                |
|       |  | 6                    | Content writing  |                |         |             |                |
|       |  | 7                    | Cyber Laws   |                |         |             |                |
| 5     | Financial Management for Marketing & Advertising | 1                    | Introduction to Financial Management                                     | 12             | 48      | 3           | 100<br>60+40   |
|       |  | 2                    | Financial Planning and budgets   | 12             |         |             |                |
|       |  | 3                    | Working capital estimation   | 12             |         |             |                |
|       |  | 4                    | Financial estimates and Ratio Analysis                                   |                |         |             |                |
|       |  | 5                    | Introduction to Costing  | 12             |         |             |                |
| 6     | Agency Management                                | 1                    | Advertising agencies   |                | 48      | 3           |                |
|       |  | 2                    | Client Servicing   |                |         |             |                |



|  |  |          |   |  |    |     |
|--|--|----------|---|--|----|-----|
|  |  |          | Account Planning  |  |    |     |
|  |  | <b>3</b> | Advertising campaign management<br>Marketing plan of the client<br>The Response Process |  |    |     |
|  |  | <b>4</b> | Setting up an Agency<br>Agency Compensation<br>Growing the Agency                       |  |    |     |
|  |  | <b>5</b> | Sales Promotion Management  |  |    |     |
|  |  |          | <b>TOTAL</b>  |  | 20 | 500 |
| <b>Lecture Duration – 50 Minutes (48 sessions)</b> |  |          |   |  |    |     |

### Part 3: Detail Scheme Theory

#### III Year Semester – VI Paper 1

#### UHFMM-601 Advertising and Marketing Research

(Lectures: 48)

- Objectives:**
1. To understand and appreciate the History and rich legacy of Indian Cinema
  2. To appreciate the works of international directors and their contribution to Cinema
  3. To understand the current scene and changing trends in Indian Cinema

#### **MODULE I Fundamentals of Research & Hypothesis**

1. Meaning and objectives of Research
2. Concepts in Research: Variables, Qualitative and Quantitative
3. Literature review
4. Stages in Research process.
5. Meaning, Nature, Significance, Types of Hypothesis

#### **Module- 2 Research design**

1. Meaning, Definition, Need and Importance, Scope of Research Design
2. Types- Descriptive, Exploratory and Causal

#### **Module-3 Sampling**

- Meaning of Sample and Sampling,
- Process of Sampling
- Methods of Sampling:
  1. Non Probability Sampling – Convenient, Judgment, Quota, Snow ball.
  2. Probability Sampling – Simple Random, systematic, Stratified, Cluster, Multi Stage.

#### **Module 4 Data collection , Projective Techniques and Report Writing**

Types of data and sources- Primary and Secondary data sources

Methods of collection of primary data:

Observation

Experimental

Interview Method:

- i) Personal Interview
- ii) focused group,
- iii) in depth interviews -

Survey

Survey instrument – i) Questionnaire designing.

Scaling techniques- i) Likert scale, ii) Semantic Differential scale, iii) Staple scale, Constant sum scaling

Projective Techniques:

Association, b. Completion, c. Construction d. Expressive

### **Report Writing:**

1. Essential of a good report,
2. Content of report,
3. Steps in writing a report,
4. Footnotes and Bibliography

## **Module 5 Advertising Research**

Introduction to Advertising Research

Copy Research: a. Concept testing, b. Name testing, c. Slogan testing

Copy testing measures and methods: a. Free association, b. Direct questioning, c. Direct mail tests, d.

Statement comparison tests, e. Qualitative interviews, f. Focus groups

Pretesting:

A. Print Pretesting: a. Consumer Jury Test, b. Portfolio test, c. Paired comparison test, d. Order-of-merit test, e. Mock magazine test, f. Direct mail test.

B. Broad casting Pretesting:

a. Trailer tests, b. Theatre tests, c. Live telecast tests, d. Clutter tests

C. Challenges to pre-testing. Example: The Halo effect

4. Post testing: a. Recall tests, b. Recognition test,

c. Triple association test, d. Sales effect tests ,

e. Sales results tests, f. Enquires test

Neuroscience in Advertising Research

1. Neuroscience: A New Perspective

2. When to Use Neuroscience

## **Physiological rating scales**

1. Pupil metric devices,
2. Eye-movement camera,
3. Galvanometer,
4. Voice pitch analysis,
5. Brain pattern analysis

## **Module-6 Marketing Research**

1. Introduction to Advertising Research
2. New product research,
3. Branding Research,
4. Pricing research,

5. Packaging research,

**SLE- To be decided by faculty**

| <b>Self-Learning topics (Module wise)</b> |   |
|---|---|
| <b>Module</b>                             | <b>Topics</b>   |
| 1   | <b>To be discussed by the respective professor in the beginning of the semester</b> |

| <b>Online Resources</b> |  |
|-------------------------|--|
| 1                       |  |

**References:**

| <b>Sr. No.</b> | <b>Title and Publisher</b>  |
|----------------|---|
| 1.             | Research for Marketing Decisions Paul E. Green, Donald S. Tull  |
| 2.             | Business Research Methods – Donald Cooper & Pamela Schindler, TMGH, 9th edition   |
| 3.             | <a href="http://www.millwardbrown.com/docs/default-source/insight-documents/points-of-view/MillwardBrown_POV_NeurosciencePerspective.pdf">http://www.millwardbrown.com/docs/default-source/insight-documents/points-of-view/MillwardBrown_POV_NeurosciencePerspective.pdf</a> |

### III Year Semester – VI Paper 2

#### UHFMM-602 Legal Environment & Advertising Ethics

(Lectures: 48)

#### Objectives:

- To acquaint students to the Legal Environment in contemporary India highlighting the relevance of the same with reference to Advertising media.
- To emphasize & reiterate the need to have ethical practices in the field of advertising media both in India & internationally.
- To appreciate the role of advertising in contemporary consumerism, the need for consumer awareness & consumer protection.
- The need for Critiques in Advertising

#### Module I: Legal Environment: Laws of the Land , Government Policies and Cyber laws

##### A. The importance & the relationship between Self –Regulation, Ethics & the Law

###### (i) The laws of the land:

- Constitutional Laws – Fundamental Rights
- Personal laws- Criminal & Civil laws
- Corporate laws
- Consumer laws

###### (ii) Laws pertaining to Media

###### (iii) Laws of Defamation & Contempt of Court with respect to cases specific to Media

##### B. Government Policies & Cyber Laws

(4)

###### (i) Government Policies governing advertisements

###### (ii) Cyber laws including Section 66; Laws pertaining to advertising in cyber space.

###### (iii) The Question of Net Neutrality & its relevance in Media

###### (iv) Right to Information Act

#### Module II: Laws pertaining to Media:

(8)

###### (i) Standard Contract between Advertiser & Agency

###### (ii) Laws :

- Drugs & Cosmetics Act
- Drugs & Magic Remedies ( Objectionable Advertisements) Act
- Drugs Price Control Act
- Emblems & Names ( Prevention of Improper Use) Act
- Indecent Representation of Women’s Act
- Intellectual Property Rights-
  - Copyright Act
  - Trademarks Act
  - Patents Act

Module III: A. Ethics in Advertising

(8)

- (i) What is Ethics? Why do we need Ethics?
- (ii) The philosophy of Ethics- Absolutist & Situational
- (iii) Ethics in Advertising & Stereotyping:
  - Religious minorities
  - Racial minorities
  - Ethnic groups
  - Cultural Minorities
  - Senior Citizens
  - Children
  - Women
  - LGBT
- (iv) Advertising of Controversial products
- (v) Surrogate & Subliminal Advertising
- (vi) Political Advertising
- (vii) Manipulation of Advertising Research

Module III: B. Bodies helping to maintain a Code of Ethical conduct in Media:

- ASCI
- AAAI
- BCCC
- IBF
- Central Board of Film Certification
- Press Council
- Prasar Bharati

Module IV: Unfair Trade Practices & the Competition Act 2002

(5)

- (i) Unfair Trade Practices & Restrictive Trade Practices to Consumers:
  - False Promises
  - Incomplete Description
  - False & Misleading Comparisons
  - Bait & Switch offers
  - Visual Distortions
  - False Testimonials
  - Partial Disclosures
  - Small print Clarifications
- (ii) Unfair Trade Practices & Restrictive Trade Practices to other organizations in the Industry
- (iii) The role of the Commission of the Competition Act 2002 in resolving cases of Unfair & Restrictive Trade Practices.

Module V: Consumer Protection:

Government initiatives including Standardization, Consumer Laws  
& Non- Government initiatives

(7)

- (i) Consumerism – The rising need for consumer guidance & awareness

(ii) Government Initiatives:

-Standardization- Meaning, Relevance in today's Globalized World in Total Quality Management

- Standardization Bodies: in India- AGMARK, BIS, FSSAI & FPO

- International Bodies- ISO, FDA, CMMI, Six Sigma & CE

- Standardization marks- ISI, AGMARK, BIS- Hallmark (Gold), Silkmark, Woolmark, Cotton, Forever mark (Diamonds)

B Laws:

(i)Essential Commodities Act 1955

(ii) Consumer protection Act 1986

(iii)Standards of Weights & Measures Act

(iv)Standards of Weights & Measures (Packaged Commodities) Act

(v)Prevention of Food Adulteration Act

C. Non- Government initiatives& Other Initiatives:

- PDS- Ministry of Civil Supplies (Public Distribution System or Ration Shops)

- Consumer Co-operatives

Non- Government initiatives:

- CGSI

- CFBP

- CERC

- Grahak Panchayat

- Customer care centres

Module VI: Advertising & Society

(2)

A. Socio- Economic Criticisms of advertising

- Increasing prevalence of Materialism
- Creating Artificial Needs
- Idealizing the "Good Life"
- Stressing Conformity with Others
- Encouraging instant gratification & a throwaway society
- Promoting the good of the individual over the good of society
- Creating Unrealistic Ideal characterizations
- Using appeals that prey on feelings of inadequacy
- Manipulation by advertising

B. Advertising & social responsibility - Advertising as a moulder of thought, opinion & values (2)

Module VII: Critique of Advertising

(8)

- A study of Vance Packard- The Hidden Persuaders (1957)
- A study of Jean Kilbourne – Can't buy My love
- A study of Naomi Klein – No Logo

- A study of Naomi Woolf- The Beauty Myth
- A study of Noam Chomsky- Understanding Power

**SLE- To be decided by faculty**

**(06)**

| <b>Self-Learning topics (Module wise)</b> |   |
|---|---|
| <b>Module</b>                             | <b>Topics</b>   |
| 1   | <b>To be discussed by the respective professor in the beginning of the semester</b> |

| <b>Online Resources</b> |  |
|-------------------------|--|
| 1                       |  |

| <b>Sr. No.</b> | <b>Title Author/s Publisher</b> |
|----------------|---------------------------------|
|----------------|---------------------------------|

**References:**

| <b>Sr. No.</b> | <b>Title &amp; Publisher</b>  |
|----------------|---|
| 1.             | Fundamentals of Financial management - Dr. S.N. Maheswari , Sultan Chand Publications   |
| 2.             | Finance Sense- An easy guide for finance Executive – Prasanna Chandra, Tata Mcgrawhill publication  |
| 3.             | Accounting and financial Analysis – J.C. Varshney, wisdom publications  |
| 4.             | Financial management, Recent Trends & Practical applications- Chandra Hariharan Iyer International Book house                               |
| 5.             | 5. Fundamentals of corporate Accounting Volume I & II – Bhushan Kumar Goyal - International Book House                                      |
| 6.             | Financial Accounting for Managers –Dr.t.P.Ghosh , Taxman publication  |
| 7.             | Adverttising and Promotion an Integrated Marketing Communication perspective-George E. belch & Michael A. Bela, Tata Mcgrawhill publication |
| 8.             | Marketing payback- Is your Marketing Profitable? Robert Shaw & David Merrick Pearson publication  |
| 9.             | Fundamentals of Cost Accounting- Principles Practice- H.V. Jhamb , Ane Books Pvt.Ltd.   |
| 10.            | Financial management using Excel spreadsheet- Ruzbeh J.Bodhanwala   |
| 11.            | Fundamentals of financial Mangement- James C. Van Home& John M. Wachowiz Jr.  |
| 12.            | Fundamentals of Financial management Eugene F. Brigham & Joel F. Houston  |

### III Year Semester – VI Paper 3

#### UHFMM-603 Contemporary Issues

(Lectures: 48)

- Objectives:**
1. To understand and appreciate the History and rich legacy of Indian Cinema
  2. To appreciate the works of international directors and their contribution to Cinema
  3. To understand the current scene and changing trends in Indian Cinema

#### Module –I

Ecology and its related concerns: (10)

- Climate change and Global warming- causes , consequences and remedial measures
- Deforestation- causes, consequences and remedial measures
- Coastal regulatory Zone- need and importance, CRZ Act
- Sustainable development- concept, need and significance
- Movements related to environmental protection

#### Module- 2

(a) Human Rights (12)

- UDHR and its significance
- CRC and CEDAW
- DRD

(b) Legislative measures with reference to India.

- Women: Constitutional Rights and legal safeguards, Domestic and Family Violence Act of 2012, Sexual Harassment Act at the Work Place 2013, The Criminal Law (Amendment) Act of 2013
- Child: Protection of Children from sexual offence Act -2012 (POCSO), Child Labour Act with new amendments, Juvenile Justice (Care and Protection of Children Act) 2000.
- Education: Right to Education Act 2009
- Health: National Health Policy of 2015, Transplantation of Human organs Act of 2002, Prenatal Diagnostic Technique Regulation and prevention of Misuse amendment rules of 2003, Prohibition of sale of cigarettes and other tobacco products around educational institutions 2004.

#### Module-3

Political concerns and challenges (10)

- Crime and Politics
- Corruption: Causes and remedial measures. RTI Act, Lok Pal Bill .
- Whistle Blowers- Whistle Blowers protection act 2011.
- Anti- State violence- Naxalism and its Impact.
- Insurgency with reference to North East – Issues involved, ULFA, Nagas, Manipur issue, AFSPA and its impact.
- Terrorism- causes, consequences and remedial measures

#### Module 4

Economic development and challenges: (08)

- The Role of MIDC in the economic development of Maharashtra
- Special Economic Zone: Its role and significance in Maharashtra



- Food Security Act 2013
- Agrarian issues: rural indebtedness, farmers' suicides and its implications.

### Module 5

Social development and challenges: (08)

- Tribal Issues: Marginalization of the Tribals, Forest Rights Act , Land Acquisition Act .
- Police reforms: Problems faced by Police and the Need for Reforms
- Illegal immigration from Bangladesh: Challenges and impact
- Developmental Issues: Displacement and rehabilitation

**SLE- To be decided by faculty**

| Self-Learning topics (Module wise) |   |
|------------------------------------|---|
| Module                             | Topics  |
| 1                                  | <b>To be discussed by the respective professor in the beginning of the semester</b> |

| Online Resources |  |
|------------------|--|
| 1                |  |

### References:

| Sr. No. | Title and Publisher   |
|---------|---|
| 1.      | Rush Ramona, Oukrop Carole, CreedonPamola (2013), 'Seeking equity for women in Journalism and Mass Communication education: A 30 year Update', Taylor and Francis |
| 2.      | Coleman Benjamin: Conflict, Terrorism and Media in Asia   |
| 3.      | Ranganathan Maya; Rodrigues Usha: (2010) Indian media in a Globalised World, Sag Publications   |
| 4.      | Humphries Drew (Ed), (2009), Women, Violence and Media: readings from feminist Criminology, UPNE  |
| 5.      | Berns Nancy, Framing the Victim: Domestic Violence, Media, and Social Problems, Transaction Publishers.   |
| 6.      | Bareh Hamlet, (2001), Encyclopedia of North-East India: Assam, Mitthal Publications.  |
| 7.      | Freedman Des, ThussuDaya; (2011), Media and Terrorism: Global Perspectives, Sage Publications   |
| 8.      | Media and Gender in Post-Liberalisation India, Frank and Timmy Gmbh Publication (Pg 19- 45)   |
| 9.      | Talwar Rajesh, (2013), Courting Injustice: The Nirbhaya Case and Its Aftermath, Hay House Inc.  |
| 10.     | Praveen Swami (2007) An Informal War: India, Pakistan and the Secret Jihad in Jammu and Kashmir London: Routledge.  |
| 11.     | Praveen Swami (2007) An Informal War: India, Pakistan and the Secret Jihad in Jammu and Kashmir London: Routledge.  |

|     |  |
|-----|--|
| 12. | Uma Kapila( ed) ( 2013)Indian Economy: performance and policies ,14th edition<br>Academic Foundation                                   |
| 13. | V. K Puri and S.K Misra (ed) ( 2013)Indian Economy,31stedition.Himalaya Pub House  |
| 14. | Asha Bajpai , ( 2011) Child Rights in India: Law, policy, and practice .   |
| 15. | Dr. B Ramaswamy and Nitin Shrirang Mane, ( 2013) Human Rights: Principles and practices,Alfa Publication.                              |
| 16. | R P Kataria and Salah Uddin (2013) Commentary on Human Rights Orient Publishing Company.   |
| 17. | J.Shivanand, Human Rights:Concepts and Issues,   |
| 18. | Ram Ahuja , ( 2012),Indian social Problems, Rawat Publications.  |
| 19. | Ghanashyam Shah, ( 2011) Social Movements in India, Sage Publications.   |
| 20. | Ghanashyam Shah, ( 2011) Social Movements in India, Sage Publications.   |
| 21. | Marilyn A .Brown and Benjamin K.Sovacool,Climate Change and Global Energy Security:Technology and Policy Options, Oxford Publications. |
| 22. | Bill McKibben, The End of Nature.  |
| 23. | David Spratt and Philip Sutton,Climate Code Red:The Case for Emergency Action  |
| 24. | Jeffrey D.Sachs, The Age of Sustainable Development  |

### III Year Semester – VI Paper 4

#### UHFMM-604 Digital Marketing & E-commerce

(Lectures: 48)

#### Objectives:

- Understand digital marketing platform
- Understand the key goals and stages of digital campaigns
- Understand the of use key digital marketing tools
- Learn to develop digital marketing plans

#### Module-1: Introduction to Digital Marketing

- a. Understanding Digital Media
- b. Advantages of Digital Media
- c. Principles of Digital Media Marketing
- d. Key Concepts in Digital media
- e. Traditional Vs Digital Media.

#### Module-2: Search Engine Optimisation & Search Engine Marketing

- a. How search Engine works
- b. Introduction to SEO
- c. On Page Optimization
- d. Off Page Optimization

- e. SEO Audit, Tools and Measurement
- f. SEO Resources, Careers in SEO - Relevant Case Studies from each sector
- a. What is SEM?
- b. Why SEM
- c. What is Google Adwords? Why Google Adwords
- d. Google network
- e. Adwords terminologies
- f. Campaign types
- g. Creation of Google Display NETWORK (GDN)
- h. Display Ads format
- i. Conversion tracking
- j. GDN Campaign creation (DEMO)
- k. Remarketing
- l. What are Google shopping Ads

### **Module-3: Social Media Marketing**

- a. Introduction to Social Media
- b. Facebook Marketing
- c. Instagram Marketing
- d. LinkedIn Marketing
- e. Twitter Marketing
- f. SMM Tools
- g. Creating a successful social media strategy

### **Module-4: Email marketing**

- 1. key terms and concepts
- 2. Customer acquisition strategies
- 3. Best Practices : CRABS
- 4. Tools to enhance lead nurturing
- 5. Enhance better reach

### **Module-5: Web Analytics**

- a. Introduction to analytics
- b. Social CRM and analysis
- c. Google analytics
- d. Digital Analytics
- e. Content performance analytics
- f. Visitor analysis
- g. Social media analytics

### **Module-6: Affiliate Marketing and Programmatic Marketing**

- a. Affiliate Marketing

- b. Definition, Purpose, Resources required, Top Players in Affiliate Marketing, Segregation of Affiliate marketing
- c. Programmatic Marketing
- d. Evolution and growth of programmatic Marketing
- e. Real Time bidding,
- f. Types of Programmatic Advertising, Advantages and Challenges, Myths of Programmatic Marketing

**Module-7: Content Writing**

- a. Intro to content writing
- b. Core Principles of Content writing
- c. Why blogs matter
- d. Principles of writing blogs
- e. How to write content for twitter and Mobile

**Module-8: Cyber Laws**

- a. Information Technology Act
- b. Copyright Act
- c. Cyber Ethics
- d. Digital Security

**SLE- To be decided by faculty**

**(06)**

| Self-Learning topics (Module wise) |  |
|------------------------------------|--|
| Module                             | Topics   |
| 1                                  | To be discussed by the respective professor in the beginning of the semester |

| Online Resources |  |
|------------------|--|
| 1                |  |

**References:**

| Sr. No | Title and Author                         |
|--------|--|
| 1.     | Digital marketing By Seema Gupta         |
| 2.     | Digital Marketing By Puneet Singh Bhatia |

### III Year Semester – VI Paper 5

#### UHFMM-605 Financial Management for Marketing & Advertising

(Lectures: 48)

#### Objectives:

- To provide a brief over view of the basic concepts, goals functions and types of finance available for new and existing business and marketing units.
- To enable the understanding of the need for financial planning through Budgets and their benefits.
- To enable students to evaluate the financial implications of marketing decisions through simple analytical tools.

#### Unit-I Introduction of financial management:-

Meaning of financial management– Definition –Goals- Functions -Role of Finance in Marketing & Advertising- Types of Finance -Owned and borrowed – Long term and short term finance – Sources of Long term & short term finance. (10 lectures)

#### Unit-II Financial Planning & Budgets:-

Financial Planning for a Marketing Unit –Through Budgets- Proforma financial Statements and Spread sheets. Budgeting- Types of Budgets - Functional Budgets- Master Budget- Zero based Budget – Sales Budget- Cash budget (Application from Sales Budget and Cash Budget only)  
Elements of Marketing budgets advertising Agency Budget – Budgeting for films- Broadcast Print and Electronic media. (10 lectures)

#### Unit-III Working Capital Estimation:

Working capital- Concept of Operating cycle- Types of working capital- Factors influencing working capital- Methods of calculating working capital(theory and basic application). (8 lectures)

#### Unit-IV Financial statements & Ratio analysis:-

Vertical Financial Statements – Financial Decision Making using financial statements analysis.  
Ratio analysis- Debt Equity Ratio, Current Ratio, Proprietary ratio, Stock to working capital ratio, Gross profit ratio, Net profit ratio, Operating ratio, Debtors Turnover Ratio, Creditors turnover ratio, selling expenditure ratio.

#### Unit-V Introduction of costing:-

Costing -Types of cost- their relevance in marketing decision making.  
Classification of costs- Traceability, Functionality and level of activity.  
Estimation of Profit/Loss using cost Volume Profit analysis- Break Even Analysis, Calculation of Profit volume ratio, Break even point, Margin of safety, Sales required in units and rupees (Theory and application)(10 lectures)

| <b>Self-Learning topics (Module wise)</b> |               |
|---|---------------|
| <b>Module</b>                             | <b>Topics</b> |
| 1   |               |

| <b>Online Resources</b> |  |
|-------------------------|--|
| 1                       |  |

| <b>Sr. No.</b> | <b>Title Author/s Publisher</b>  |
|----------------|--|
| 1              | Fundamentals of Financial management - Dr. S.N. Maheswari , Sultan Chand Publications                            |
| 2              | 2. Finance Sense- An easy guide for finance Executive – Prasanna Chandra, Tata Mcgrawhill publication            |
| 3              | 3.Accounting and financial Analysis – J.C. Varshney, wisdom publications   |
| 4              | 4. Financial management, Recent Trends & Practical applications- Chandra Hariharan Iyer International Book house |
| 5              | 5. Fundamentals of corporate Accounting Volume I & II – Bhushan Kumar Goyal - International Book House           |
| 6              | 6. Financial Accounting for Managers –Dr.t.P.Ghosh , Taxman publication  |
| 7              | 7. Advertising and Promotion an Integrated Marketing Communication perspective-                                  |
| 8              | George E. belch & Michael A. Bela, Tata Mcgrawhill publication   |
| 9              | 8. Marketing payback- Is your Marketing Profitable? Robert Shaw & David Merrick Pearson publication              |
| 10             | 9. fundamentals of Cost Accounting- Principles Practice- H.V. Jhamb , Ane Books Pvt.Ltd.                         |
| 11             | 10.Financial management using Excel spreadsheet- Ruzbeh J.Bodhanwala   |
| 12             | 11. Fundamentals of financial Mangement- James C. Van Home& John M. Wachowiz Jr.                                 |

## III Year Semester – VI Paper 6

### UHFMM-606 Introduction to Creative Writing

(Lectures: 48)

**Objective:** To encourage and enable students to read, understand and write stories, poems, plays creatively.

#### **MODULE I Advertising Agencies:**

Their role, Functions, Organization and Importance  
Different types of ad agencies

#### **Module -2: Client Servicing & Account Planning**

1. The Client - Agency Relationship
2. 3P's of Service: Physical evidence, Process and People
3. The Gaps Model of service quality
4. Stages in the client-agency relationship
5. How Agencies Gain Clients
6. Why Agencies Lose Clients
7. Evaluation Criteria in Choosing an Ad Agency
8. The roles of advertising Account executives
9. Role of account planning in advertising
10. Role of Account Planner
11. Account Planning Process

#### **Module -3: Advertising campaign management, Marketing plan of the client, The Response Process**

Means-End chaining and the Method of Laddering as guides to Creative Advertising Formulation  
Digital Advertising Strategy / Campaigns

Marketing plan of the client

The marketing brief, Marketing Audit

Marketing Objectives, Marketing Problems and Opportunities Review, STP, Executing the plan, Evaluating the plan

Traditional Response Hierarchy Models: AIDA

Sales-Oriented Objectives

Communications Objectives

DAGMAR: An Approach to Setting Objective

#### **Module -4: Setting up an Agency, Agency Compensation, Growing the Agency**

Business plan introduction, Various Stages in setting up a new Agency

Various methods of Agency Remunerations

The Pitch: request for proposal, speculative pitches, Pitch Process

References, Image and reputation, PR

### Module -5: Sales Promotion Management

- The Scope and Role of Sales Promotion
- Reasons for the Increase in Sales Promotion
- The psychological theories behind sales promotion
- Consumer Franchise-Building versus Non franchise-Building Promotions
- Designing Loyalty, continuous and frequency programs
- Objectives of Trade-Oriented Sales Promotion
- Techniques of Trade-Oriented Sales Promotion
- Objectives of Consumer-Oriented Sales Promotion
- Techniques of Consumer-Oriented Sales Promotion

| Self-Learning topics (Module wise) |  |
|------------------------------------|--|
| Module                             | Topics   |
| 1                                  | To be discussed by the respective professor in the beginning of the semester |

| Online Resources |  |
|------------------|--|
| 1                |  |

| Sr. No. | Title Author/s Publisher   |
|---------|--|
| 1       | Advertising and Promotion by G. Belch and M. Belch   |
| 2       | Advertising Promotion and Other Aspects of Integrated Marketing Communications by Terence A. Shimp |



## Section D

The semester end examination (external component) of 60% will be as follows:

1) Duration – 2 Hours

2) Theory Question Paper Pattern: -

a. There shall be five questions each of 12 marks. On each Module there will be one question and the fifth one will be based on the entire syllabus.

b. All questions shall be compulsory with internal choice within the questions.

c. Question may be subdivided into sub-questions a, b, c... and the allocation of marks depends on the weightage of the topic.

d. The marks will be given for all examinations and they will be converted into grade (quality) points. The semester-end, final grade sheets and transcripts will have credits, grades and grade points.

e. The assessment of Part 'A' i.e. Internal Assessment as mentioned above for the Semesters I&VI shall be processed by the Colleges / Institutions of their learners admitted for the programme while the University shall conduct the assessment of Part 'B' i.e. Semester End Examination from Semesters I & VI.

The Internal Assessment marks of learners appearing for Semesters I & VI shall be submitted to the University by the respective colleges/ Institutions before the commencement of respective Semester End Examinations. The Semester End Examinations for Semesters I & VI shall be conducted by the University and the results shall be declared after processing the internal assessment and the marks awarded to the learners. The grade card shall be issued by the University after converting the marks into grades.

f. The marks of the internal assessment should not be disclosed to the students till the results of the corresponding semester is declared.

## Section E

### Department of Mass Media

#### Board of Studies

| Sr. no. | Names of members                       | Name of Department   | Name of Institution  | Address  | Contact no     | Email id   |
|---------|--|--|--|--|----------------|--|
| 1,      | Ms. Manjula Srinivas<br>Chairperson    | Mass Media   | Associate Professor and Head Dept of Mass Media<br>K.C.College                           | 124,<br>DinshawWachha Rd.<br>Churchgate,<br>Mumbai 400020  | 932453699<br>9 | manjulashrinivas@gmail.com   |
| 2.      | Ms. Nidhi Thanawala<br>Co- Chairperson | Mass Media   | Coordinator'<br>Dept of Mass Media<br>H.R. College                                       | DinshawWachha Rd.<br>Churchgate,<br>Mumbai 400020  | 981931651      | contactfaculty@gmail.com   |
| 3.      | Ms. Nandini Sardesai                   | Senior Visiting faculty - Sociologist and former member of Central Board of Film Certification | Former Head, Department of Sociology,<br>St. Xavier's College, Mumbai                    | D/1 Corinthian, opposite Fariyas hotel,<br>Colaba,<br>Mumbai-400005  | 932463690<br>6 | <a href="mailto:ninasardesai@hotmail.com">ninasardesai@hotmail.com</a> |
| .4      | Ms. Sudha Ravishankar                  | Mass Media   | In house faculty,<br>K.C.College   | 124,<br>DinshawWachha Rd.<br>Churchgate,<br>Mumbai 400020  | 986900194<br>3 | sudha.ravishankar@gmail.com  |
| 5.      | Ms. Surya Gune                         | Mass Media   | In house faculty,<br>K.C.College   | 124,<br>DinshawWachha Rd.<br>Churchgate,<br>Mumbai 400020  | 997052452<br>3 | surya.gune@gmail.com   |
| 6.      | Dr. Sanjay Ranade                      | Communication & Journalism   | Associate Professor and Head,<br>Dept of Communication & Journalism<br>Mumbai University | Chatrapati Shivaji Maharaj Terminus Rd, ,<br>Vidya Nagari,<br>Kalina,<br>Santacruz East,<br>Mumbai,<br>Maharashtra | 902909663<br>6 | sanjayvrnade@gmail.com   |

|     |                                |                                    |   |   |                |   |
|-----|--------------------------------|------------------------------------|---|---|----------------|---|
|     |                                |                                    |   | 400098  |                |   |
| 7.  | Dr.Mangesh Karandikar          | Director                           | Director,<br>Post graduate<br>Diploma in Mass<br>media<br>Mumbai<br>Education Trust                       | Bhujbal<br>Knowledge City,<br>Reclamation,<br>Bandra West,<br>W, Maharashtra<br>400050                              | 986928108<br>4 | mangesh.karandik<br>ar@gmail.com        |
| 8.  | Dr. Mira Desai                 | Communicati<br>on<br>Technology    | Professor in<br>Communication<br>Technology<br>Department of<br>Extension<br>Education SNDT<br>University | Juhu Rd, Daulat<br>Nagar,<br>Santacruz West,<br>Mumbai,<br>Maharashtra<br>400049                                    | 981952912<br>9 | drmiradesai@gmai<br>l.com               |
| 9.  | Ms. Smita<br>Deshmukh          | Visiting<br>faculty                | Independent<br>Media<br>Professional<br>Former journalist<br>with the Times<br>group                      | G-2, A wing,<br>Neptune<br>building<br>Dosti Estates<br>Shaikh Mistree<br>road<br>Wadala East<br>Mumbai -<br>400037 | 932121212<br>0 | smita.meenu@gm<br>ail.com               |
| 10. | Ms Shobha<br>Venkatesh         | Advertising<br>Faculty             | Former Corporate<br>Communication<br>Head, Standard<br>Chartered Bank,                                    | EMP 44,Flat no<br>102,<br>Above Satyam<br>steel<br>Thakur village<br>Kandivili E<br>Mumbai 400101                   | 916776522<br>2 | shobha2258@gmai<br>l.com                |
| 11. | Mr. Srinivasrao<br>Challapalli | Mass Media                         | In House faculty<br>K.C.College   | 124,<br>DinshawWachh<br>a Rd.<br>Churchgate,<br>Mumbai 400020   | 982035759<br>8 | srinivasrao.challap<br>alli72@gmail.com |
| 12. | Ms. Tunali<br>Mukherjee        | Visiting<br>faculty -Mass<br>Media | Independent<br>Filmmaker and<br>Photojournalist   | 27 Moti Mahal<br>J Tata road<br>Churchgate<br>Mumbai 400020   | 982058421<br>4 | looneytuna@gmail.co                     |

|     |                    |                              |                                   |  |            |                     |
|-----|--------------------|------------------------------|-----------------------------------|--|------------|---------------------|
| 13. | Mr. Ranjith Phatak | Visiting faculty- Mass Media | National Programming Head, Red FM | Golden heights, Anant Patil Marg, Shivaji Park, Dadar (W) Mumbai- 400028 | 9819600090 | rnjtpatak@gmail.com |
|-----|--------------------|------------------------------|-----------------------------------|--|------------|---------------------|

| <b>Student members on the Board of studies</b> |                        |           |               |                                |
|--|------------------------|-----------|---------------|--------------------------------|
| Sr No  | Name of student member | Class     | Mobile number | Email id                       |
| 1  | Ms. Soma Das           | MACJ II   | 9833719498    | soma.work3112@gmail.com        |
| 2  | Ms. RhutujaKoli        | MAEMA II  | 7506288076    | rhutjakoli@gmail.com           |
| 3  | Mr. Harsh Khurana      | TYBMM     | 9529047838    | khurana.harsh1234@gmail.com    |
| 4  | Mr. SiddheshPilankar   | TYBAFTNMP | 8291390992    | shraddhapilankar1957@gmail.com |

Recommendations of the Board of Studies: