

MINUTES OF THE MEETING

BOARD OF STUDIES MEETING IN THE SUBJECT OF BAMMC

ACADEMIC YEAR- 2022-2023

Day and Date: Saturday 30 July, 2022

Time: 12:00 Noon

Venue: Seminar Hall, Ground Floor, Ramniranjan Jhunjhunwala College, Ghatkopar (W).

Mode: Blended (Online Zoom Meeting ID: 970 5924 6412, Passcode: 956862)

Members Present:

1. Ms. Daivata Patil (VC Nominee, Department of Communication and Journalism, University of Mumbai)- Online
2. Prof. Shilpa Hattiangadi (Expert from outside university, SNDT Women's University, Pune)- Online
3. Dr. Nimisha Kambli (Expert from outside university, Smt. P. N. Doshi Women's College)
4. Mr. Chetan Dubey (Industry Representative, Loreal)
5. Mr. Takshak Shegokar (Illustrious Alumni, Associate Project Manager, Content Publishing)
6. Prof. Pooja Bhardwaj (In-house faculty)
7. Prof. Prachi Vankiani (In-house faculty)
8. Dr. Prasadhini Gautam (In-house faculty)
9. Prof. Sheryl Cusher (In-house faculty)

Agenda of the Meeting:

1. Review of the last meeting's minutes and amendments (held on 15th January, 2022).
2. Update on implementation of revised credits for undergraduate courses in the FY and SY.
3. Discussion on implementation of revised credits for TY.
4. Present and discuss the feedback taken from alumni students, employers/ industry experts and peer teachers on the curriculum.
5. Update and discuss the implementation of teaching, learning and evaluation practices.
6. Any other matter proposed by the members.

Minutes of the Meeting:

- The last BOS meeting minutes were reviewed and teaching and evaluation practices of the last academic year were discussed.

- The members were informed about the implementation of 2 credits in two semesters of FYBAMMC with a computer literacy course .

- Update was given to the members for DSE (Discipline Specific Electives) courses offered to SYBAMMC students to complete 6 credits. The following courses from Swayam and Nptel are being offered to the students in semester 3 out of which one has to be completed by the students:
 - Introduction to Marketing Essentials
 - Globalization And Culture
 - Elements of Visual Representation

Similarly, in semester 4, courses will be offered from which the students will be expected to complete 1 course of 2 credits

- The Board members recommended adding units to the current subjects of TY and to match the credit progression for qualifying year students and add 3 credits per semester. Suggestions and recommendations were as follows:
 - Subject centric live case-studies to be included to support the content taught and highlight the practical aspects by giving them hands-on experiences of the course with the help of projects.
 - Introduction to rural reporting and live reporting aspects as additional units in Semester V- Reporting and increase the credit of the subject to fulfill credit requirements.
 - Recommendation to introduce basics of data driven techniques for journalism students.
 - Client servicing and CRM basics could be added to Consumer Behaviour
 - Magazine journalism could elaborate on diversified genre specific reporting.
 - Global media subject could incorporate, international news agencies and comparative study with Indian news agencies
 - Investigative journalism could focus on scams and analyse the reporting style of different media houses

- Discussion on feedback for curriculum, peer teacher, alumni, employers, the members were informed that the feedback has been taken keeping in mind NAAC perspective. The member pointed out that feedback should also focus on collecting data about how many students are studying abroad, how many students are pursuing and have completed NET-SET and other competitive exams.

- The query about sensitizing students regarding gender sensitivity & diversity was raised by the member, it was informed that we maintain balance during project allotments, like groups of male female are teamed together to encourage gender inclusion. The Gender Equity Cell and Women Development Cell(WDC) constantly focuses on organizing sessions on the relevant topics to sensitize the students.
- The Board was updated about teaching, learning and evaluation practices, the members were informed that classroom teaching in an offline mode is adopted with reference materials shared on google classrooms for the respective subjects to encourage reading.
- The Board appreciated the various activities, sessions and seminars conducted by the department to promote skills and overall development of the students. Some members have offered to connect with industry experts to help support our endeavor.