

Date: 2.01.2023

**NOTICE**

**Department of Mass Media  
Masters of Arts in Entertainment, Media & Advertising  
Organizes  
MEDIANO CLUB**

**Value Added Course 2022-2023**

**M.A.EMA department** is organizing a value added course for students for 30 Hours that will help them in their career. The course is designed to encourage our department students to give them hands-on experience of understanding the market trends, media influence and the impact of marketing campaigns. This exposure of a real-world experience can build a variety of skills and be the perfect tool for practical learning.

The entire program shall be spread over a period of 2-months and divided into three-phases starting from 7th Jan, 2023

**Program Objective:**

- 1) To equip the students with the right skill sets to solve real-time problem statements which brands encounter
- 2) Basis the solution devised, post concept-testing, devise an effective communication strategy by deploying the right media vehicles to drive brand salience, consideration and conversion, all the stages of the marketing-funnel
- 3) Perform appraisal of projects with detailed feasibility analysis.
- 4) Business Analysis courses would help an individual to understand both the core of Business as well as various tools used in the project along with management skills.

**Session: Value Added Course**

**Date of Commencement : 7th Jan, 2023**

**Date of Ending : 1st March 2023**

**Total no. of hours: 30 Hrs**

**Convenor Name : Chetan Dubey** (B.M.M-Journalism and Communication, Mumbai University (University Gold Medallist), PGDM-Marketing, Mumbai University (Gold Medallist), Executive MBA-Sales and Marketing, IIM-Lucknow (Gold Medallist))

Organizations associated with: Loreal, India (Category Marketing Head-Loreal Professional and Matrix)

**Time: 10.15am- 1.30pm**

**Venue: Research Centre**



Dr Prasadhini Gautam

M.A.EMA, Coordinator





Dr. Himanshu Dawda

Principal

**RAMNIRANJAN JHUNJHUNWALA COLLEGE  
OF ARTS, SCIENCE & COMMERCE (AUTONOMOUS)  
Ghatkopar (W), Mumbai-400 086, Maharashtra, INDIA**

2019 : Star College Status by DBT

2008 : Best College by University of Mumbai 2010 : IMC RBNQ Award 'Performance Excellence' for the year 2009

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# R. J. COLLEGE of Arts, Science & Commerce (AUTONOMOUS)

(Hindi Vidya Prachar Samiti's RAMNIRANJAN JHUNJHUNWALA COLLEGE of Arts, Science & Commerce)


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## Brochure



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AND COMMERCE**  
(AUTONOMOUS) GHATKOPAR (W), MUMBAI -400086

Department of Mass Media

**VALUE ADDED COURSE**



**Chetan Dubey**

**Convenor:**

Chetan Dubey (B.M.M-  
Journalism and Communication,  
Mumbai University  
(University Gold Medallist),  
PGDM-Marketing, Mumbai  
University (Gold Medallist),  
Executive MBA-Sales and  
Marketing, IIM-Lucknow (Gold  
Medallist))

BUSINESS ANALYSIS & MEDIA RESEARCH  
2022-2023

**REGISTER NOW**

Duration -30 hours  
Date of Commencement - 7th Januray 20223



  
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## BROCHURE

**AY 2022-23 Onwards**

MAAC Re-Accredited 'A' Grade  
ESTD. 1963  
RJC  
ISO 9001:2015  
Best College  
UNIVERSITY OF MUMBAI

Hindi Vidya Prachar Samiti's  
**RAMNIRANJAN JHUNJHUNWALA COLLEGE (AUTONOMOUS)**  
(Also known as R. J. College of Arts, Science & Commerce as per UGC Notification)

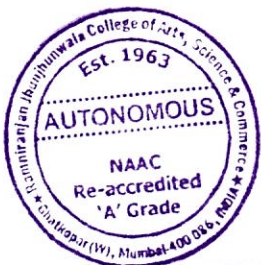
Affiliated to UNIVERSITY OF MUMBAI || Recognized by UGC under 2f & 12B  
NAAC Accredited 'A GRADE' with CGPA 3.50

# Knowledge is all Ambrosia

**CERTIFICATE  
COURSE IN  
BUSINESS  
ANALYSIS &  
MEDIA  
RESEARCH**

**A** **T** **S** **M** **C**

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## CERTIFICATE COURSE IN BUSINESS ANALYSIS & MEDIA RESEARCH



Hindi Vidya Prachar Samiti was incepted on the auspicious day of Shri Krishna Janmashtami, 15th August 1938. A brain-child of a visionary Late Shri Nandkishore Singh Jairamji, samiti was established with the objectives of catering to the educational needs of the Hindi speaking community. Ramniranjan Jhunjhunwala College came into existence in 1963, enabling a larger section of the society to take advantage of the facilities provided for higher education.

From 1999-2000 the College has added a number of self-financing courses like B.M.S., B.B.I., B.Sc. in Computer Science, Information Technology, Biotechnology, M.Sc. in Computer Science, Biotechnology and Information Technology as well as add on courses, which further hone the special skills of the students.

The college has been reaccredited with 'A' Grade by NAAC in 2014 with a CGPA 3.50 and received the Best College Award (2007-2008) of the University of Mumbai. The College has been bestowed with IMC "Ramkrishna Bajaj Performance Excellence Trophy", 2010.

The Principal of the college was awarded "Best Teacher" by Government of Maharashtra in 2011.

Government of Maharashtra conferred the college with "JAAGAR JAANIVANCHA" (First in Mumbai Suburban- in 2013 and Second in Mumbai Suburban- in 2014) for safety of girls.

Course Code: **RJAEMAPG01**



Duration: **30** hours

Credits : **02**

To equip the students with the right skill sets to solve real-time problem statements which brands encounter through various strategy by deploying the right media vehicles to drive brand salience, consideration and conversion, all the stages of the marketing-funnel

**LEARNING  
OUTCOME**

The learners will acquire understanding of the Business Analysis that would help an individual to understand both the core of Business as well as various tools used in the project along with management skills.

Learners will acquire the basic and relevant skills required to conduct an event.

**COURSE  
OBJECTIVE**



  
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CERTIFICATE COURSE IN **BUSINESS ANALYSIS & MEDIA RESEARCH**

**COURSE CONTENT**

Introduction of Brands and Issues Faced in the Market

Unit I

- 1) Understanding the difference between consumer insights and consumer observation
  - 2) Basis the problem statement, identify the research objective and create a research brief
  - 3) After creating the research brief, understand the process of preparing a discussion guide and questionnaire
  - 4) Post approval of the DG and questionnaire, conduct dipstick
  - 5) Basis the insights received as part of the consumer dipstick, conduct concept-testing
- Knowledge Base

Pre-Planning and Planning

Unit II

- 1) Basis the concept-testing conducted, devise a proper communication strategy
- 2) Understand effective deployment of various media vehicles through real-time media planning and buying activities to disseminate the brand's key message
- 3) Develop skill sets to understand the criteria for selecting the correct mediums and media vehicles basis the target group, incremental reach and frequency to be achieved
- 4) Overall, the endeavor is to achieve efficiencies in media planning, strive optimum utilization of resources and understand ways to measure the success of the campaign

Execution and Evaluation

Unit III

- Data collection with questionnaire, Survey methods  
 Personal Data collection, survey method Interview and data analysis

Structure of the final presentation:

Unit IV

- 1) Identify the problem-statement
- 2) Showcase the DG and the questionnaire
- 3) Put forth the hypothesis basis the research conducted
- 4) Showcase concepts-cards written basis the hypothesis with the brand's positioning
- 5) Put forth the results of concept-testing
- 6) Present media strategy basis the winning concept card
- 7) Identify metrics to measure the success of the campaign

English

**MEDIUM OF INSTRUCTION  
 EVALUATION**



Continuous Evaluation with projects at the end of the units.

(Presentation and Viva: 60 Marks;  
 Research Analysis 40 Marks)



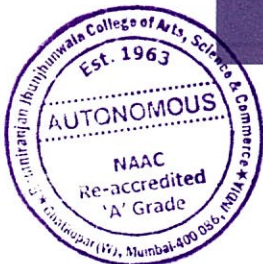
**PASSING 40**

**100 MARKS**

**WHO SHOULD DO**

Learners who understand the real time problems in the market and how to analyse the aspects of various brands.

**IT?**



*(Signature)*

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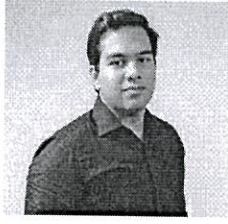
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**Chetan Dubey**

**Strategic Brand Management Expert, Trainer and Consultant, alumnus of IIM-Lucknow.**

Category Marketing Head at Loreal, India (Loreal Matrix and Loreal Professional)

Ex-Category Marketing Lead at Himalaya (Himalaya Winter Care and Oral Care)

Ex-Brand Manager at Parle Products (Parle Platina Hide & Seek and Parle Kaccha Mango Bite)

Ex-Brand Lead at McNROE Consumer Products (Wild Stone Deodorants and Perfumes)

Chetan Dubey is an experienced Brand Management professional with career spanning over 10 years. He has worked across Personal Care and Food Categories within the FMCG space in various capacities. Chetan started his career with McNROE Consumer Products where after completing his sales stint, he moved into Marketing. He championed the entire repositioning for the brand Wild Stone and played a crucial role in bringing the brand among top-3 brands within the fragrance category with an exit value market share of 7.3% within the INR 2300 crore fragrance category. After McNROE, Chetan moved to Parle Products as Brand Manager where he handled a portfolio worth INR 850 Crore encompassing flagships brands such as Parle Platina Hide & Seek and Parle Kaccha Mango Bite. At Parle, Chetan led the launch of 3 brand extensions within Parle Platina Hide & Seek and regained market share of Parle Kaccha Mango Bite within the 4000 Crore Hard Boiled Candy Category. Post Parle, Chetan moved to Himalaya at a senior-role as Category Marketing Lead for the entire Winter Care and Oral Care portfolio worth INR 250 Crore. He grew the entire portfolio by more than 20% during his stint and achieved ever-highest market share for Himalaya Lip Balm with which was to the tune of 30% as per Nielsen RMS, YEC Dec, 21. After Himalaya, Chetan moved into a different role with Loreal India-as Category Head for Loreal Matrix, one of the flagship brands within the professional products division with the intent to drive the brand's salience by leveraging e-commerce and digital as key mediums along with driving Numeric Distribution across salons.

Chetan is an alumnus of IIM-Lucknow from where he completed his specialization in Sales and Marketing, he's a Mumbai University Gold Medalist and has won multiple accolades for his exemplary performance in the field of Marketing. He is also a visiting faculty across an array of B-Schools such as IIMs, NMIMS, SIES, Welingkars, Symbiosis Institute of Business Management and many more. He also works as a consultant with platforms like Kraftshala, Expertrons and GLG consulting the Big 4 such as BCG and EY. Chetan's core philosophy lies on the very bedrock of 'learning until eternity, and being a student forever, always willing to help and nurture the society through valuable contributions.'



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## HINDI VIDYA PRACHAR SAMITI'S RAMNIRANJAN JHUNJHUNWALA COLLEGE OF ARTS, SCIENCE & COMMERCE (AUTONOMOUS)

### Master of Arts in Entertainment Media and Advertising Academic Year: 2022-23

#### Report: Value Added Course – Business Analysis and Media Research

Session: Value Added Course - Business Analysis and Media Research

Course Code: RJAEMAPG01

Duration: 30 Hrs

From 7<sup>th</sup> January 2023 to 1<sup>st</sup> March 2023

The department M.AEMA organized a Live project for the Value added course that was offered to MAEMA(Part 1) students for 2 credits. The students were given the option to participate in the live project since this required extensive field study and timely reporting. There were 14 students who participated in the value added course entitled live project.

The convenor for this project was Chetan Dubey (B.M.M-Journalism and Communication, Mumbai University(University Gold Medallist), PGDM-Marketing, Mumbai University (Gold Medallist), Executive MBA-Sales and Marketing, IIM-Lucknow (Gold Medallist)) Organizations associated with: L'Oréal, India (Category Marketing Head-L'Oréal Professional and Matrix), Himalaya Wellness (Category Marketing Head-Himalaya Winter Care and Oral Care), Parle Products (Brand Manager-Parle Platina and Parle Kaccha Mango Bite), McNROE Consumer Products (Assistant Brand Manager-Wild Stone Deodorants and Perfumes).

The session was divided into 3 segments: Identifying the problem statement and conducting research on those areas, Collecting the primary data from the target audience, Data analysis, recommendation and presentation. Equal weightage for all the areas were allotted.

The Coordinator of M.A.EMA - Dr Prasadhini Gautam took this initiative to organize the live project that can benefit the students in their career.



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The Convenor was felicitated by the M.A.EMA Coordinator. The session plan is given below to understand the modules of the course.

Session No.	1	2	3
Date	7/1/202	14/1/2023	25/2/23

Final Assessment - 4/3/2023

### Program Duration & Phases

PROGRAM STAGES	SESSION DURATION	DURATION - TIMELINE OF EVENTS	TOPICS COVERED	OUTCOME
PHASE 1	3 Hours  2Hours RESEARCH Process	7th of Jan, 2023 11.00am - 2.00pm	1) Understanding the difference between consumer insights and consumer observation 2) Basis the problem statement, identify the research objective and create a research brief 3) After creating the research brief, understand the process of preparing a discussion guide and questionnaire 4) Post approval of the DG and questionnaire, conduct dipstick 5) Basis the insights received as part of the consumer dipstick, conduct concept-testing	Submit the DG and questionnaire over email, post approval, initiate dipstick 23rd Jan, 2023: Basis the hypothesis derived from the research, write and submit concept cards over email 24th Jan, 2023-30th Jan, 2023:Conduct concept-testing and submit the results over email
PHASE 2	3 hours  5 Hours-RESEARCH Process	14thJanuray, 2023 11.00am - 2.00pm  INVESTIGATION	1)Basis the concept-testing conducted, devise a proper communication strategy 2) Understand effective deployment of various media vehicles through real-time media planning and buying activities to disseminate the brand's key message 3) Develop skill sets to understand the criteria for selecting the correct mediums and media vehicles basis the target group, incremental reach and frequency to beachieved 4) Overall, the endeavor is to achieve efficiencies in media planning, strive optimum utilization of resources and understand ways to measure the success of the campaign	Understand the basics of media and planning and buying on a real-time basis. Take two-weeks to devise a media strategy basis the brand's key message.





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<b>PHASE 3</b>	3 Hrs ----- 5 Hours- RESEARCH Process	25/2/23 11.00am - 2.00pm	Data collection with questionnaire, Survey methods	Personal Data collection, survey method Interview and data analysis
<b>PHASE 4</b>	4 Hrs	4th March 23 8.30am - 12.30pm	<b>Structure of the final presentation:</b> 1) Identify the problem-statement 2) Showcase the DG and the questionnaire 3) Put forth the hypothesis basis the research conducted 4) Showcase concepts-cards written basis the hypothesis with the brand's positioning 5) Put forth the results of concept-testing 6) Present media strategy basis the winning concept card 7) Identify metrics to measure the success of the campaign	Make the final presentation for evaluation in front of the grand jury  <u>Criteria for evaluation:</u> 1) Adherence to the criteria laid down as part of phase 3 2) Basic hygiene in terms of communication and presentation skills 3) Overall robustness and agility of the brand strategy

The students presented their Project and it was a detailed presentation by all the groups. Each group had a unique brand and product that had problems in the market. They were current issues that were allotted for the project and the details up to the mark.



  
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## BUSINESS ANALYSIS & MEDIA RESEARCH 2022-2023

Value Added Course for PG Program

Subject Name: Business Analysis and Media Research

Course Code: RJAEMAPG01

Total No of Hours: 30

Total No of Credits: 02

**Course Objectives:** To equip the students with the right skill sets to solve real-time problem statements which brands encounter through various strategy by deploying the right media vehicles to drive brand salience, consideration and conversion, all the stages of the marketing-funnel

### Learning Outcome:

- The learners will acquire understanding of the Business Analysis that would help an individual to understand both the core of Business as well as various tools used in the project along with management skills.
- Learners will acquire the basic and relevant skills required to conduct an event.

**Who will be able to do the course:** Learners who understand the real time problems in the market and how to analyse the aspects of various brands.

Mode of Teaching: Offline and online along with learners' field work.

**Evaluation Modes:** Continuous Evaluation with projects at the end of the units.

Total Marks: 100 (Presentation and Viva: 60 Marks; Research Analysis 40 Marks)

Total number of hours: 30

### Unit I

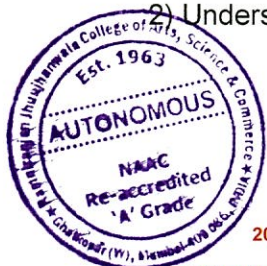
#### Introduction of Brands and Issues Faced in the Market

- 1) Understanding the difference between consumer insights and consumer observation
  - 2) Basis the problem statement, identify the research objective and create a research brief
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  - 4) Post approval of the DG and questionnaire, conduct dipstick
  - 5) Basis the insights received as part of the consumer dipstick, conduct concept-testing
- Knowledge Base

### Unit II

#### Pre-Planning and Planning

- 1) Basis the concept-testing conducted, devise a proper communication strategy
- 2) Understand effective deployment of various media vehicles through real-time media



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planning and buying activities to disseminate the brand's key message

3) Develop skill sets to understand the criteria for selecting the correct mediums and media vehicles basis the target group, incremental reach and frequency to be achieved

4) Overall, the endeavor is to achieve efficiencies in media planning, strive optimum utilization of resources and understand ways to measure the success of the campaign

### Unit III

#### Execution and Evaluation

Data collection with questionnaire, Survey methods

Personal Data collection, survey method Interview and data analysis

### Unit IV

#### Structure of the final presentation:

1) Identify the problem-statement

2) Showcase the DG and the questionnaire

3) Put forth the hypothesis basis the research conducted

4) Showcase concepts-cards written basis the hypothesis with the brand's positioning

5) Put forth the results of concept-testing

6) Present media strategy basis the winning concept card

7) Identify metrics to measure the success of the campaign

### Evaluation

100 Marks

Presentation and Viva: 60 Marks;

Research Analysis 40 Marks



  
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**Photos**



**Students of the value-added course with their certificates**



**Resource person guiding students**



**PRINCIPAL**  
 RAMNIRANJAN JHUNJHUNWALA COLLEGE  
 OF ARTS, SCIENCE & COMMERCE (AUTONOMOUS)  
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**Students making their presentations for the value added course**



*(Signature)*

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# R. J. COLLEGE of Arts, Science & Commerce (AUTONOMOUS)

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## DEPARTMENT OF MAEMA ORGANISES A VALUE ADDED COURSE

### BUSINESS ANALYSIS & MEDIA RESEARCH ENHANCEMENT TRAINING AND DEVELOPMENT PROGRAMME 2022-2023

Date : 7th January 2023

Time : 11.00am

Venue: Research Centre

RESOURCE PERSON : Mr. Chetan Dubey

#### Attendance

SR. NO.	Name	Roll No	CLASS	SIGN
1	Rekha Upadhyay	204	MAEMA-I	Rekha
2	Dennis K. Daniel	211	MAEMA-I	Dennis
3	Shivkumar Sharma	203	MAEMA-I	Shiv
4	Bakshi H. Poni	212	MAEMA-I	Bakshi
5	Raschi Acharya	217	MAEMA-I	Raschi
6	Sandesh Ingle	209	MAEMA-I	Ingle
7	Atharva Khemge	202	MAEMA-I	Atharva
8	RISHIKESH PANDURANG SATHE	210	MA-EMA	Sathe
9	Nidhi Singh	213	MA-EMA	Nidhi
10	Shubham Bhanushankar	220	MAEMA	Shubham
11	Jaden Fernandes	216	MAEMA-I	Jaden
12	Sunny Deepak Lale	214	MA-EMAI	Sunny
13	Keshav Shelar	218	MA-EMAI	Keshav
14	Priyal More	223	MA-EMAI	Priyal
15	BANDA NIKITHA	222	MAEMA-I	Nikitha
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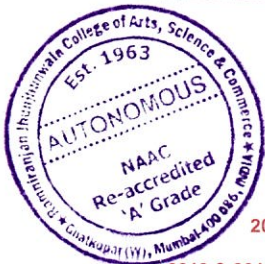
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4	Bakshi H. Soni	212	MAEMA-I	Bakshi
5	Raschi Acharya	217	MAEMA-I	Raschi
6	Sandesh Ingole	209	MA-EMAI	Sandesh
7	Atharva Khemge	202	MA-EMAI	Atharva
8	RISHIKESH PANDURANG SATHE	210	MA-EMA	Rishikesh
9	Nidhi Singh	213	MA-EMA	Nidhi
10	Shubham Bhandarkar	220	MAEMA	Shubham
11	Jaden Fernandes	216	MAEMA-I	Jaden
12	Sunny Deepak Lobe	214	MA-EMAI	Sunny
13	Keshav Shelar	218	MA-EMAI	Keshav
14	Prityal More	223	MA-EMAI	Prityal
15	BANDA NIKITHA	222	MAEMA I	Nikitha
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PRINCIPAL

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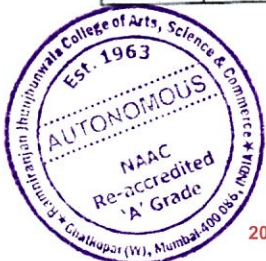
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DEPARTMENT OF MAEMA ORGANISES A VALUE ADDED COURSE				
BUSINESS ANALYSIS & MEDIA RESEARCH ENHANCEMENT TRAINING AND DEVELOPMENT PROGRAMME				
2022-2023				
DATE : 14th January 2023			TIME: 10.30am	
RESOURCE PERSON : MR. CHETAN DUBEY			VENUE : RESEARCH CENTRE	
Attendance				
MAEMA PART - I				
SR. NO.	NAME OF THE STUDENT	ROLL NO.	CLASS	SIGN
1	GOUND PRIYADARSHAN MAHESH GEETA	201		
2	KHANDGE ATHARVA PRAVIN MANJUSHA	202		
3	SHARMA SHIVKUMAR RAKESHBHAI AMITABEN	203		
4	UPADHYAY REKHA OMPRAKASH INDU	204	MA-EMA-I	Rekha
5	PANDEY ABHISHEK HARISH POOJA	205		
6	SHETTY SHAKSHI PRAVEEN SANGEETA	206		
7	GAIKWAD SHUBHANGI MANSINGH SHEETAL	207	MA-EMA-I	Shubhangi
8	CUSHER SHERYL CHARLIE PHILOMENA	208		
9	INGLE SANDESH DILIP SHILA	209	MA-EMA-I	INGLE
10	SATHE RISHIKESH PANDURANG SAMIDHA	210		
11	KOTTAPURATHU DENNIS DANIEL SHERLY	211	MA-EMA-I	Den
12	SONI SAKSHI HASMUKH SONI CHETNA SONI	212		
13	SINGH NIDHI MANDHATA NAMITA	213	MA-EMA-I	Nsingh
14	LATE SUNNY DEEPAK ASHA	214		
15	CHAUHAN RITIKA ANILSINGH SUJATA	215		
16	FERNANDES JADEN JOE SILVERINE	216	MA-EMA-I	Jaden
17	ACHARYA RASCHI CHANDRABABU SHIRLY	217	MA-EMA-I	Raschi
18	SHELAR KESHAV BHASKAR BHAGYASHREE	218	MAEMA I	Shelar
19	RASANBHAIRE SHUBHAM SHASHIKANT VIDYA	220		
20	BANDA NIKITHA SRINIVASULU SAVITHA	222	MAEMA-I	B. Nikitha
21	MORE PRIYAL SANJAY SNEHAL	223	MAEMA-I	More
22	PATIL SHARVESH SHIVSAGAR SHILPA	224		
23	QURESHI KASHIF SHAHID QURESHI SHAHANA QURESHI	225		
24	TAMBE VAIBHAV SUNIL SAYALI	226		



*(Signature)*

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## SESSION 2

DEPARTMENT OF MAEMA ORGANISES A VALUE ADDED COURSE				
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2022-2023				
DATE : 14th January 2023			TIME: 10.30am	
RESOURCE PERSON : MR. CHETAN DUBEY			VENUE : RESEARCH CENTRE	
Attendance				
MAEMA PART - I				
SR. NO.	NAME OF THE STUDENT	ROLL NO.	CLASS	SIGN
1	GOUND PRIYADARSHAN MAHESH GEETA	201		
2	KHANDGE ATHARVA PRAVIN MANJUSHA	202		
3	SHARMA SHIVKUMAR RAKESHBHAI AMITABEN	203		
4	UPADHYAY REKHA OMPRAKASH INDU	204	MA-EMA-I	Rekha
5	PANDEY ABHISHEK HARISH POOJA	205		
6	SHETTY SHAKSHI PRAVEEN SANGEETA	206		
7	GAIKWAD SHUBHANGI MANSINGH SHEETAL	207	MA-EMA-I	Shubhangi
8	CUSHER SHERYL CHARLIE PHILOMENA	208		
9	INGLE SANDESH DILIP SHILA	209	MA-EMA-I	INGLE
10	SATHE RISHIKESH PANDURANG SAMIDHA	210		
11	KOTTAPURATHU DENNIS DANIEL SHERLY	211	MA-EMA-I	Dennis
12	SONI SAKSHI HASMUKH SONI CHETNA SONI	212		
13	SINGH NIDHI MANDHATA NAMITA	213	MA-EMA-I	Nidhi
14	LATE SUNNY DEEPAK ASHA	214		
15	CHAUHAN RITIKA ANILSINGH SUJATA	215		
16	FERNANDES JADEN JOE SILVERINE	216	MA-EMA-I	Jaden
17	ACHARYA RASCHI CHANDRABABU SHIRLY	217	MA-EMA-I	Raschi
18	SHELAR KESHAV BHASKAR BHAGYASHREE	218	MAEMA I	Shelar
19	RASANBHAIRE SHUBHAM SHASHIKANT VIDYA	220		
20	BANDA NIKITHA SRINIVASULU SAVITHA	222	MAEMA-I	Nikitha
21	MORE PRIYAL SANJAY SNEHAL	223	MAEMA-I	Priyal
22	PATIL SHARVESH SHIVSAGAR SHILPA	224		
23	QURESHI KASHIF SHAHID QURESHI SHAHANA QURESHI	225		
24	TAMBE VAIBHAV SUNIL SAYALI	226		



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DEPARTMENT OF MAEMA ORGANISES A VALUE ADDED COURSE				
BUSINESS ANALYSIS & MEDIA RESEARCH ENHANCEMENT TRAINING AND DEVELOPMENT PROGRAMME 2022-2023				
DATE : 25th Feb 2023		TIME: 11.00am-2.00pm		
RESOURCE PERSON : MR. CHETAN DUBEY		VENUE : Room No.64 (6th Floor)		
<i>Chetan Dubey</i> Attendance				
MAEMA PART - I				
SR. NO.	NAME OF THE STUDENT	ROLL NO.	CLASS	SIGN
1	JADEN FERNANDES	216	MA-EMA-I	<i>Jaden</i>
2	Keshav Shelar	218	MA-EMA-I	<i>Keshav</i>
3	Banda Nikhita	222	MA-EMA-I	<i>Nikhita</i>
4	Raschi Acharya	217	MA-EMA-I	<i>Raschi</i>
5	Sandesh Ingole	209	MA-EMA-I	<i>Sandesh</i>
6	Prigyal More	223	MA-EMA-I	<i>Prigyal</i>
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## SESSION 3

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DATE : 25th Feb 2023			TIME: 11.00am-2.00pm	
RESOURCE PERSON : MR. CHETAN DUBEY			VENUE : Room No.64 (6th Floor)	
			Attendance	
MAEMA PART - I				
SR. NO.	NAME OF THE STUDENT	ROLL NO.	CLASS	SIGN
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3	Banda Nikhila	222	MA-EMA-I	
4	Rashti Acharya	217	MA-EMA-I	
5	Sandesh Ingole	209	MA-EMA-I	
6	Priyanka More	223	MA-EMA-I	
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Ramniranjan Jhunjhunwala College Of Arts Science And Commerce (Autonomous), Ghatkopar (W)				
M.A.EMA - Entertainment Media and Advertising			Academic Year: 2022-2023	
Class:	Semester: II			
Subject:	INTRODUCTION TO MEDIA RESEARCH			
Date:	4th March 2023			
Course	"BUSINESS ANALYSIS & MEDIA RESEARCH ENHANCEMENT TRAINING AND DEVELOPMENT PROGRAMME 2022-2023"			
Name of the External				
Signature				
	INTERNAL MARKSHEET			
Rollno	Name		TOTAL	Comments
201	GOUND PRIYADARSHAN MAHESH GEETA		-	
202	KHANDGE ATHARVA PRAVIN MANJUSHA		69	A <sup>1</sup>
203	SHARMA SHIVKUMAR RAKESHBHAI AMITABEN		-	
204	UPADHYAY REKHA OMPRAKASH INDU		62	A <sup>3</sup>
205	PANDEY ABHISHEK HARISH POOJA		-	
206	SHETTY SHAKSHI PRAVEEN SANGEETA		-	
207	GAIKWAD SHUBHANGI MANSINGH SHEETAL		62	A <sup>3</sup>
208	CUSHER SHERYL CHARLIE PHILOMENA		-	
209	INGLE SANDESH DILIP SHILA		64	A <sup>2</sup>
210	SATHE RISHIKESH PANDURANG SAMIDHA		-	
211	KOTTAPURATHU DENNIS DANIEL SHERLY		69	A <sup>1</sup>
212	SONI SAKSHI HASMUKH SONI CHETNA SONI		-	
213	SINGH NIDHI MANDHATA NAMITA		62	A <sup>1</sup>
214	LATE SUNNY DEEPAK ASHA		-	
215	CHAUHAN RITIKA ANILSINGH SUJATA		62	A <sup>3</sup>
216	FERNANDES JADEN JOE SILVERINE		64	A <sup>2</sup>
217	ACHARYA RASCHI CHANDRABABU SHIRLY		64	A <sup>2</sup>
218	SHELAR KESHAV BHASKAR BHAGYASHREE		64	A <sup>2</sup>
220	RASANBHAIRE SHUBHAM SHASHIKANT VIDYA		-	
222	BANDA NIKITHA SRINIVASULU SAVITHA pi		69	A <sup>1</sup>
223	MORE PRIYAL SANJAY SNEHAL		69	A <sup>1</sup>
224	PATIL SHARVESH SHIVSAGAR SHILPA		-	
225	QURESHI KASHIF SHAHID QURESHI SHAHANA		-	

*Prasadhini Gautam*  
Dr Prasadhini Gautam  
External Viva Examiner

*Tarun Paul*  
Mr Tarun Paul  
External Viva Examiner



*[Signature]*  
PRINCIPAL  
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## Certificate



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