



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

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

Opposite Ghatkopar Railway Station, Ghatkopar (West), Mumbai 400086, Maharashtra, INDIA.

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College is recognized under Section 2(f) & 12(B) of the UGC Act, 1956

Affiliated to UNIVERSITY OF MUMBAI II NAAC Re-Accredited 'A' Grade (CGPA: 3.50)

## Department of Mass Media (BMM/BAMMC)

Academic Year 2020-2021

### Action Taken Report on Analysis of Curriculum Feedback

The curriculum feedback was obtained from all stakeholders i.e. students, alumni, peer teachers and employers from industry in the field of media. The analysis of feedback along with recommendations of the stakeholders was put forth in the meeting of Board of Studies in BAMMC/BMM held on August 16, 2021.

The following suggestions were made:

1. Recommendation was given to conduct the following as value added courses:
  - a. Nutrition and Health Communication Course (Food blogging)
  - b. Short term course on content/script writing
  - c. Film Appreciation
  - d. Public relations course
2. The members recommended initiation of a films club, drama workshop, panel discussions and movie screening based on occasions. Students could be asked to attend these and give detailed reviews of the same and associate the same with marking scale.
3. The focus of internal evaluations could be shifted to production and content creation instead of just presentations. This will help them bridge the gap between theory and industry requirements.
4. Recommendation to introduce coursework that covers employable skills such as Content Curation, Understanding Media Ratings, Project Management etc was given.



  
I/c 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

2011: 'Best Teacher Award' by Government of Maharashtra 2013: DST-FIST 2014: DBT STAR College

2013 & 2014: 'Jagar Jaanvancha Award' by Govt. of Maharashtra 2016: ISO 14001:2015 2016: ISO 9001:2015 2017: ISO 27001:2013

2018: Autonomous Status by University Grants Commission (No. F. 22-1/2018(AC) - 28.05.2018) & by University of Mumbai (No.Aff./ICD/18-19/440 - 08.06.2018)