

**WORK PLAN FOR TEACHERS (SEMESTER - WISE) 2022-2023**

Name of the Teacher: Pooja Bhardwaj

Department: BAMMC

CLASS	SUBJECT/ UNIT/ TOPIC	ALLOTTED LECTURES	LECTURES CONDUCTED	EXTRA LECT	MODE OF TEACHING*	LINKS OF VIDEO AND AUDIO CLIP	ESTIMATED DEGREE OF DIFFICULTY(1) IN LEARNING	PRACTICE TEST GIVEN /NOT GIVEN	% STUDENT ATTENDANCE	HOD Sign
FYBAMMC	<b>Effective Communication- I</b> Unit I: Introduction to Communication Unit II: Reading (English, Marathi or Hindi) Unit III: Thinking and Presentation Unit IV: Introduction of Translation & Views of Translation	48	45	0	Online Platforms: Zoom, Google Classroom, PPT, Sharing of E-content and links	<a href="https://classroom.google.com/c/NTM4NzkwMDc4ODEx?cjc=muicay5">https://classroom.google.com/c/NTM4NzkwMDc4ODEx?cjc=muicay5</a>	Ease to learn	Yes	Approx 60 to 65%	
SYBAMMC	<b>Corporate Communication and Public Relations</b> Unit I: Foundation of Corporate Communication Unit II: Understanding Public Relations Unit III: Corporate Communication and Public Relation's range of functions Unit IV: Latest Trends, Tools and Technology Role of Social media in Corporate	48	51	3	Online Platforms: Zoom, Google Classroom, PPT, Sharing of E-content and links	<a href="https://classroom.google.com/c/NTM2MDcxNDQyNzY3?cjc=ja yzuzb">https://classroom.google.com/c/NTM2MDcxNDQyNzY3?cjc=ja yzuzb</a>	Ease to learn	Yes	Approx 60 to 70%	
TYBAMMC AD	<b>Consumer Behaviour</b> Unit I: Basics of Consumer Behaviour Unit II: Physiological determinants and Consumer Behaviour Unit III: Relevance of Learning in Consumer Behaviour Unit IV: Socio- economic and Cultural determinants of Consumer Behaviour Unit V: Consumer decision making	48	42	0	Online Platforms: Google Classroom, PPT, Sharing of E-content and links	<a href="https://classroom.google.com/c/NDk2ODY2NjEzOTE4?cjc=oi xh74s">https://classroom.google.com/c/NDk2ODY2NjEzOTE4?cjc=oi xh74s</a>	Difficult	Yes	Approx 50 to 60%	
TYBAMMC JR	<b>Writing and Editing Skills</b> Unit I: Tools and techniques of editing Unit II: Crisp Writing Unit III: Resume writing: telling your story Unit IV: Feature writing Unit V: Interviews	48	36	0	Online Platforms: Google Classroom, PPT, Sharing of E-content and links	<a href="https://classroom.google.com/c/NDk2ODY2NjE0MTAw?cjc=va 5ypq5">https://classroom.google.com/c/NDk2ODY2NjE0MTAw?cjc=va 5ypq5</a>	Difficult	Yes	Approx 75 to 85%	
TYBAMMC JR	<b>Global Media and Conflict Resolution</b> Unit I: Evolution of Global Media Unit II: Media Profiles, issues and analysis Unit III: Media Profiles, issues and analysis Unit IV: Conflict Resolution Unit V: Media Information Literacy	48	38	0	Online Platforms: Google Classroom, PPT, Sharing of E-content and links	<a href="https://classroom.google.com/c/NDk2ODY2NjE0MTM3?cjc=we yntkj">https://classroom.google.com/c/NDk2ODY2NjE0MTM3?cjc=we yntkj</a>	Difficult	Yes	Approx 75 to 85%	

\* = Chalk-N-Board/ OHP/ PPT/ Quiz Format/ YouTube Clips/ Using Smart Board/ Sharing of E-Content/ Simulation  
1 = 60% and Above -- Difficult, Between 40% - 60% -- Easy to learn, Below 40% -- Very Easy



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

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FYBAMMC	<b>Effective Communication- II</b> Unit I: Writing Unit II: Editing Unit III: Paraphrasing and summarizing Unit IV: Interpretation of technical data	48	34	0	Online Platforms: Zoom, Google Classroom, PPT, Sharing of E-content and links	<a href="https://classroom.google.com/c/NTc4MjMwNjQwMzEy?cjc=auf2qx7">https://classroom.google.com/c/NTc4MjMwNjQwMzEy?cjc=auf2qx7</a>	Ease to learn	Yes	Approx 50-60%	
FYBAMMC	<b>Introduction to Journalism</b> Unit I: History of Journalism in India Unit II: News and its process Unit III: Principles and format Unit IV: Career in journalism Unit V: Covering an event (	48	34	0	Online Platforms: Zoom, Google Classroom, PPT, Sharing of E-content and links	<a href="https://classroom.google.com/c/NTc4MjUzODAyODYy?cjc=5vmwbi">https://classroom.google.com/c/NTc4MjUzODAyODYy?cjc=5vmwbi</a>	Ease to learn	Yes	Approx 50-60%	
SYBAMMC	<b>Media Law and Ethics</b> Unit I: Constitution and Media Unit II: Regulatory bodies Unit III: Media Laws Unit IV: Media Laws Unit V: Media Ethics and	48	35	0	Online Platforms: Zoom, Google Classroom, PPT, Sharing of E-content and links	<a href="https://classroom.google.com/c/NTc4MjUzNDAlMDg5?cjc=wgwf45">https://classroom.google.com/c/NTc4MjUzNDAlMDg5?cjc=wgwf45</a>	Difficult	Yes	Approx 60-70%	



  
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TYBAMMC AD	<b>Advertising &amp; Sales Promotion</b> Unit I: Introduction to sales promotion Unit II: Various methods of sales promotion Unit III: Study & analyse sales promotion campaign of the major brands Unit IV: Effects, Steps And	48	44	0	Online Platforms: Zoom, Google Classroom, PPT, Sharing of E-content and links	<a href="https://classroom.google.com/c/NTc4MjU0MzlyNTg0?cjc=mzh5pyj">https://classroom.google.com/c/NTc4MjU0MzlyNTg0?cjc=mzh5pyj</a>	Difficult	Yes	Approx 50-60%
TYBAMMC JR	<b>Contemporary Issues</b> Unit I: Social Movements and Progress for society Unit II: Economic Growth and development Unit III: Politics and society Unit IV: Social Welfare schemes by the Government of India	48	36	0	Online Platforms: Zoom, Google Classroom, PPT, Sharing of E-content and links	<a href="https://classroom.google.com/c/NTc4MjU0MjE2NTAx?cjc=merapbd">https://classroom.google.com/c/NTc4MjU0MjE2NTAx?cjc=merapbd</a>	Difficult	Yes	Approx 70-80%

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**WORK PLAN FOR TEACHERS (SEMESTER - WISE) 2022-2023**

Name of the Teacher: Prachi Vankiani

Department: BAMMC

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FYBAMMC	<b>Fundamentals of Mass Communication</b> Unit I: Introduction & Overview Unit II: History of Mass Communication Unit III: Major Forms of Mass Media Unit IV: Impact of Mass Media On Society Unit V: The New Media Convergence	48	38		Online Platforms: Zoom, Google Classroom, PPT, Sharing of E-content and links	<a href="https://classroom.google.com/c/NDk3NTg4MzgWMyY2?cjc=5e25vhy">https://classroom.google.com/c/NDk3NTg4MzgWMyY2?cjc=5e25vhy</a>	Ease to learn	Yes	Approx 50 to 60%	
SYBAMMC	<b>Media Studies</b> Unit I: Introduction Unit II: Media Theories Unit III: Cultural Perspectives Unit IV: Media Effects Unit V: New Media and The Age Of Internet	48	48		Online Platforms: Zoom, Google Classroom, PPT, Sharing of E-content and links	<a href="https://classroom.google.com/c/NDk2ODY2NjEzNTMx?cjc=ew6y5vc">https://classroom.google.com/c/NDk2ODY2NjEzNTMx?cjc=ew6y5vc</a>	Difficult	Yes	Approx 60 to 70%	
TYBAMMC AD	<b>Brand Building</b> Unit I: Introduction To brand Building, Identity, Personality & Positioning Unit II: Branding Leveraging, Strategies, Equity, Models Unit III: Brand Building Through Imperative, Global & Corporate Image Unit IV: Brand Building Through CSR, Brands to Different Sectors, Brand Life Cycle	48	44		Online Platforms: Zoom, Google Classroom, PPT, Sharing of E-content and links	<a href="https://classroom.google.com/c/NDk2ODY2NjEzNzg3?cjc=f7pjp7f">https://classroom.google.com/c/NDk2ODY2NjEzNzg3?cjc=f7pjp7f</a>	Difficult	Yes	Approx 50 to 60%	
TYBAMMC AD	<b>Agency Management</b> Unit I: Introduction To Advertising Agency Unit II: Analysing Advertising Campaigns Unit III: Setting Up an Agency Unit IV: Marketing Plan for The Client Unit V: The Response Process and Sales Promotion Management	48	42		Online Platforms: Zoom, Google Classroom, PPT, Sharing of E-content and links	<a href="https://classroom.google.com/c/NDk2ODY2NjEzODk1?cjc=zoabua_b">https://classroom.google.com/c/NDk2ODY2NjEzODk1?cjc=zoabua_b</a>	Difficult	Yes	Approx 50 to 60%	
TYBAMMC JR	<b>Reporting</b> Unit I: Concept of News Unit II: News gathering Unit III: Beats system in reporting Unit IV: Coverage of disasters Unit V: Case Studies	48	51	1	Online Platforms: Zoom, Google Classroom, PPT, Sharing of E-content and links	<a href="https://classroom.google.com/c/NDk2ODY2NjE0MDQ2?cjc=ghbknu_q">https://classroom.google.com/c/NDk2ODY2NjE0MDQ2?cjc=ghbknu_q</a>	Easy to learn	Yes	Approx 80 to 90%	

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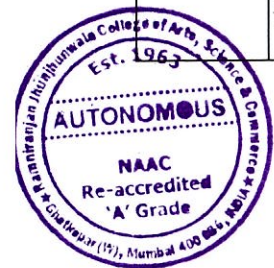
  
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FYBAMMC	<b>Introduction To Advertising</b> Unit I: Introduction to Advertising Unit II: Integrated Marketing Communication and Tools Unit III: Creativity in Advertising Unit IV: Types of advertising, department, careers and latest trends in advertising	48	34	0	Online Platforms: Zoom, Google Classroom, PPT, Sharing of E-content and links	<a href="https://classroom.google.com/c/NTQwNjE2MzMwODQ0?cjc=xcsu6jm">https://classroom.google.com/c/NTQwNjE2MzMwODQ0?cjc=xcsu6jm</a>	Ease to learn	Yes	Approx 50 to 60%	
FYBAMMC	<b>Media Gender &amp; Culture</b> Unit I: Introduction To Cultural Studies: Evolution, Need, Concepts And Theories Unit II: Culture and Media: Construction, Commodification, Impact And Recent Trends Unit III: Gender And Media Culture: Role And Influence Of Media Unit IV: Globalisation And Media Culture: Global, Local, Consumer And The Recent Trends	48	37	0	Online Platforms: Zoom, Google Classroom, PPT, Sharing of E-content and links	<a href="https://classroom.google.com/c/NTc4MjUzMTY1MTE4?cjc=1wdv6qt">https://classroom.google.com/c/NTc4MjUzMTY1MTE4?cjc=1wdv6qt</a>	Difficult	Yes	Approx 50 to 60%	
SYBAMMC	<b>Writing &amp; Editing For Media</b> Unit I: Print Media Unit II: Radio & Television Unit III: Digital Media Unit IV: Editing	48	34	0	Online Platforms: Zoom, Google Classroom, PPT, Sharing of E-content and links	<a href="https://classroom.google.com/c/NTc4MjMxMDY3MTg2?cjc=6b2gedv">https://classroom.google.com/c/NTc4MjMxMDY3MTg2?cjc=6b2gedv</a>	Ease to learn	Yes	Approx 60 to 70%	
TYBAMMC AD	<b>Advertising In Contemporary Society</b> Unit I: Changes In Advertising Environment Unit II: Effects of Advertising, Criticisms of Advertising, Social Implication of Advertising Unit III: Types of Advertising; Internet Advertising and Digital Advertising Unit IV: Analysis of Advertising Environment of India & Other Foreign Countries Unit V: Social Marketing	48	35	0	Online Platforms: Zoom, Google Classroom, PPT, Sharing of E-content and links	<a href="https://classroom.google.com/c/NTc4MjUxOTY2NzU1?cjc=7nvngbg">https://classroom.google.com/c/NTc4MjUxOTY2NzU1?cjc=7nvngbg</a>	Difficult	Yes	Approx 50 to 60%	



  
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TYBAMMC JR	<b>Television Journalism</b> Unit I: History and Development of TV Journalism Unit II: Television formats: Content and presentation Unit III: Developing skills Unit IV: Current and Emerging Trends in Television Journalism Unit V: Evolution, Organization, Policies and Programming of News Service	48	34	0	Online Platforms: Zoom, Google Classroom, PPT, Sharing of E-content and links	<a href="https://classroom.google.com/c/NTc4MjUzOTA5NDkx?cjc=3bhgigm">https://classroom.google.com/c/NTc4MjUzOTA5NDkx?cjc=3bhgigm</a>	Difficult	Yes	Approx 80 to 90%	
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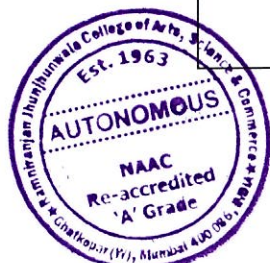
**WORK PLAN FOR TEACHERS (SEMESTER - WISE) 2022-2023**

Name of the Teacher: Sheryl Cusher

Department: BAMMC

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FYBAMMC	<b>History of Media</b> Unit I: Introduction Unit II: Language Press Unit III: Documentaries & Films Unit IV: Broadcasting Unit V: Media Icons	48	22		Online Platforms: Zoom, Google Classroom, PPT, Sharing of E-content and links	<a href="https://classroom.google.com/c/NTM4NzkwNTU1NjIz?cjc=5is7ffn">https://classroom.google.com/c/NTM4NzkwNTU1NjIz?cjc=5is7ffn</a>	Easy to learn	Yes	Approx 50 to 60%	
FYBAMMC	<b>Foundation Course I</b> Unit I: Overview of Indian Society Unit II: Concept of Disparity - 1 Unit III: Concept of Disparity - 2 Unit IV: The Indian Constitution Unit V: Significant Aspects of Political Processes Unit VI: Growing Social Problems in India	48	36	0	Online Platforms: Zoom, Google Classroom, PPT, Sharing of E-content and links	<a href="https://classroom.google.com/c/NTI2NDM3MDYwNDI0?cjc=ap5ahmf">https://classroom.google.com/c/NTI2NDM3MDYwNDI0?cjc=ap5ahmf</a>	Easy to learn	Yes	Approx 50 to 60%	
TYBAMMC AD	<b>Direct Marketing and E-commerce</b> Unit I: Introduction to Direct Marketing, Integrated Marketing Communication & Customer Relationship Management Unit II: Database Management, Marketing Strategies, Research Analysis and Testing, LTV Sums and Theory Unit III: Introduction to E-commerce, E-business, Building up a website Unit IV: Payment, Security in E-Commerce, Integration of Direct Marketing & E-Commerce Through social media	48	44		Online Platforms: Zoom, Google Classroom, PPT, Sharing of E-content and links	<a href="https://classroom.google.com/c/NDk2ODY2NjEzOTQ5?cjc=ma4lrc3">https://classroom.google.com/c/NDk2ODY2NjEzOTQ5?cjc=ma4lrc3</a>	Difficult	Yes	Approx 50 to 60%	
TYBAMMC JR	<b>News Media Management</b> Unit I: Introduction Unit II: Organizational Structure Unit III: Resource and Supply Chain and Marketing Techniques Unit IV: Disruptive Technology and Media Business Models Unit V: Case Studies	48	53	3	Online Platforms: Zoom, Google Classroom, PPT, Sharing of E-content and links	<a href="https://classroom.google.com/c/NDk2ODY2NjE0MTU5?cjc=mo4pigpy">https://classroom.google.com/c/NDk2ODY2NjE0MTU5?cjc=mo4pigpy</a>	Difficult	Yes	Approx 80 to 90%	

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Name of the Teacher: Sheryl Cusher

Department: BAMMC

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FYBAMMC	<b>Content Writing</b> Unit I: Foundation Unit II: Editing Skills Unit III: Writing Tips and Techniques Unit IV: Presentation Tools And Techniques Unit V: Writing For The Web	48	45	0	Online Platforms: Zoom, Google Classroom, PPT, Sharing of E-content and links	<a href="https://classroom.google.com/c/NTQwNjE2MDYyMTMx?cjc=tchg2r5">https://classroom.google.com/c/NTQwNjE2MDYyMTMx?cjc=tchg2r5</a>	Easy to learn	Yes	Approx 50 to 60%	
FYBAMMC	<b>Foundation Course II</b> Unit I: Introduction to Indian Constitution and Media laws Unit II: Self-Regulation organisations and Media Unit III: Media related Laws Unit IV: Internet Related Laws Unit V: Media Ethics	48	41	0	Online Platforms: Zoom, Google Classroom, PPT, Sharing of E-content and links	<a href="https://classroom.google.com/c/NTI2NDM3MDYwNDI0?cjc=ap5ahmf">https://classroom.google.com/c/NTI2NDM3MDYwNDI0?cjc=ap5ahmf</a>	Easy to learn	Yes	Approx 50 to 60%	
SYBAMMC	<b>Mass Media Research</b> Unit I: Research In Media Unit II: Design Unit III: Data Collection Unit IV: Analysis Unit V: Application Of Research Unit VI: The Simulation	48	38	0	Online Platforms: Zoom, Google Classroom, PPT, Sharing of E-content and links	<a href="https://classroom.google.com/w/NTc4MjUxOTMxNzky/t/all">https://classroom.google.com/w/NTc4MjUxOTMxNzky/t/all</a>	Difficult	Yes	Approx 60 to 70%	
TYBAMMC A	<b>Retailing And Merchandising</b> Unit I: About the Features Unit II: Retail Communication and IT Unit III: Introduction to Merchandising Unit IV: Visual and Online Merchandising	48	45	0	Online Platforms: Zoom, Google Classroom, PPT, Sharing of E-content and links	<a href="https://classroom.google.com/w/NTc4MjUxNzY4NjM0/t/all">https://classroom.google.com/w/NTc4MjUxNzY4NjM0/t/all</a>	Difficult	Yes	Approx 50 to 60%	
TYBMM JR	<b>Lifestyle Journalism</b> Unit I: Lifestyle Journalism: An Introduction Unit II: Writing Style: Words, Picture, Story and Editing Unit III: Types of Lifestyle Writing Unit IV: Fashion Influencers: Role and Importance  Unit V: Social	48	36	0	Online Platforms: Zoom, Google Classroom, PPT, Sharing of E-content and links	<a href="https://classroom.google.com/c/NTc4MjUzODcxNzUy?cjc=rih5e4f">https://classroom.google.com/c/NTc4MjUzODcxNzUy?cjc=rih5e4f</a>	Difficult	Yes	Approx 80 to 90%	

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Name of the Teacher: **Prasadhini Gautam**

Department: **BAMMC**

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VISUAL COMMUNICATION	<b>Visual Communication</b> Unit I: Development of Visual Communication Unit II: Theories of Visual Communication Unit III: Impact of Colours Unit IV: Channels of Visual Communication Unit V: Language and Culture in the Age of Social Media	48	35	0	Online Platforms: Zoom, Google Classroom, PPT, Sharing of E-content and links	<a href="https://classroom.google.com/c/NTI2NDM3MTM0MTI4?cjc=dnkgepg">https://classroom.google.com/c/NTI2NDM3MTM0MTI4?cjc=dnkgepg</a>	Easy to learn	Yes	Approx 50 to 60%	
SYBAMMC	<b>Electronic Media I</b> Unit I: Introduction Unit II: Introduction to Sound for both TV and Radio Unit III: Introduction to Formats (Fiction and nonfiction) Unit IV: Different Roles and contributions in the society Unit V: Introduction to Production process	48	33	0	Online Platforms: Zoom, Google Classroom, PPT, Sharing of E-content and links	<a href="https://classroom.google.com/c/NDk2ODY2NjEzMzkw?cjc=f4usewo">https://classroom.google.com/c/NDk2ODY2NjEzMzkw?cjc=f4usewo</a>	Easy to learn	Yes	Approx 60 to 70%	
TYBAMMC AD	<b>Advertising &amp; Marketing Research</b> Unit I: Fundamentals of Research Unit II: Research Design Unit III: Preparing Questionnaire Unit IV: Sampling Unit V: Preparing Data Sheet and Data Process Unit VI: Data Analysis	48	44	0	Online Platforms: Zoom, Google Classroom, PPT, Sharing of E-content and links	<a href="https://classroom.google.com/c/NDk2ODY2NjEzNzU0?cjc=7cqwenm">https://classroom.google.com/c/NDk2ODY2NjEzNzU0?cjc=7cqwenm</a>	Difficult	Yes	Approx 50 to 60%	

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**Department: BAMMC**

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TYBAMMC AD	<b>AD-Design -</b> Unit I: Introduction: Advertising Design Unit II: Design Basics: Language of Visuals Unit III: Layout: The Blueprint Unit IV: Planning A Campaign: Working On Final Project Unit V: Execution: On System Work (Faculty To Guide & Instruct	48	41	0	Audio-video visuals-Practical Exercises, Google Classroom, PPT, Sharing of E-content and links	<a href="https://classroom.google.com/c/NTA4NzEwMDI3Mzkw?cjc=7wjg-x24">https://classroom.google.com/c/NTA4NzEwMDI3Mzkw?cjc=7wjg-x24</a>	Difficult	Yes	Approx 50 to 60%	

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 1 = 60% and Above -- Difficult, Between 40 %- 60 % -- Easy to learn, Below 40% -- Very Easy



  
**PRINCIPAL**  
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**Ghatkoper (W), Mumbai-400 086, Maharashtra, INDIA**

**WORK PLAN FOR TEACHERS (SEMESTER - WISE) 2022-2023**

Name of the Teacher: Neil Maheshwari

Department: BAMMC

CLASS	SUBJECT/ UNIT/ TOPIC	ALLOTTED LECTURES	LECTURES CONDUCTED	EXTRA LECT	MODE OF TEACHING*	LINKS OF VIDEO AND AUDIO CLIP	ESTIMATED DEGREE OF DIFFICULTY(I) IN LEARNING	PRACTICE TEST GIVEN /NOT GIVEN	% STUDENT ATTENDENCE	HOD Sign
SYBAMMC	<b>Computers and Multimedia- I</b> Unit I: Photoshop: Pixel based Image editing Software Unit II: CorelDraw: Vector based Drawing software Unit III: QuarkXpress/ InDesign: Layout Software Unit IV: Premiere Pro: Audio-visual: Video editing software Unit V: Sound Forge/Sound Booth: Sound Editing Software	48	48	0	Online Platforms: Zoom, Google Classroom, PPT, Sharing of E-content and links	<a href="https://classroom.google.com/c/NjY5?cjc=fj4ug">https://classroom.google.com/c/NjY5?cjc=fj4ug</a>	Difficult	Yes	50% to-60%	

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**WORK PLAN FOR TEACHERS (SEMESTER - WISE) 2022-2023**

Name of the Teacher: Sucheta Gandhi

Department: BAMMC

CLASS	SUBJECT/ UNIT/ TOPIC	ALLOTTED LECTURES	LECTURES CONDUCTED	EXTRA LECT	MODE OF TEACHING*	LINKS OF VIDEO AND AUDIO CLIP	ESTIMATED DEGREE OF DIFFICULTY(I) IN LEARNING	PRACTICE TEST GIVEN / NOT GIVEN	% STUDENT ATTENDANCE	HOD Sign
FYBAMMC	<b>Current Affairs</b> Unit I: Current National Stories Unit II: Policy And Governance Unit III: International Affairs Unit IV: Maharashtra Issues Unit V: Technology	48	34		Online Platforms: Zoom, Google Classroom, PPT, Sharing of E-content and links	<a href="https://classroom.google.com/c/NTM4NzkwMjkxOTly?cjc=vhy3j4j">https://classroom.google.com/c/NTM4NzkwMjkxOTly?cjc=vhy3j4j</a>	Easy	Yes	Approx 50 to 60%	
TYBAMMC AD	<b>Copywriting</b> Unit I: Introduction to Copywriting Unit II: Writing For Advertising Unit III: Current Advertising Campaigns Unit IV: Media And Audiences Unit V: Writing Copies, Appeals, Execution, Styles and Evaluation	48	37		Online Platforms: Zoom, Google Classroom, PPT, Sharing of E-content and links	<a href="https://classroom.google.com/c/NDk2ODY2NjEzODEx?cjc=3hmcdw3">https://classroom.google.com/c/NDk2ODY2NjEzODEx?cjc=3hmcdw3</a>	Difficult	Yes	Approx 50 to 60%	

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**WORK PLAN FOR TEACHERS (SEMESTER - WISE) 2022-2023**

Name of the Teacher: Nital Kalyani

Department: BAMMC

CLASS	SUBJECT/ UNIT/ TOPIC	ALLOTTED LECTURES	LECTURES CONDUCTED	EXTRA LECT	MODE OF TEACHING*	LINKS OF VIDEO AND AUDIO CLIP	ESTIMATED DEGREE OF DIFFICULTY(1) IN LEARNING	PRACTICE TEST GIVEN / NOT GIVEN	% STUDENT ATTENDANCE	HOD Sign
SYBAMMC	<b>Film Communication I</b> Unit I: Camera: History Unit II: Understanding aspects of film appreciation Unit III: The Early Cinema Unit IV: Major film movement and impact Unit V: Mainstream Indian Cinema and parallel Indian cinema	48	38	0	Online Platforms: Zoom, Google Classroom, PPT, Sharing of E-content and links	<a href="https://classroom.google.com/c/MTU5NTEyMTYxODAz?cjc=kmsb3mi">https://classroom.google.com/c/MTU5NTEyMTYxODAz?cjc=kmsb3mi</a> <a href="https://youtu.be/NSRjRctL8XA">https://youtu.be/NSRjRctL8XA</a> <a href="https://youtu.be/d3QE9ozVU">https://youtu.be/d3QE9ozVU</a> <a href="https://youtu.be/tORAliljSS4">https://youtu.be/tORAliljSS4</a> <a href="https://youtu.be/zACGLjd9JNY">https://youtu.be/zACGLjd9JNY</a> <a href="https://youtu.be/u4mjCJaJe-g">https://youtu.be/u4mjCJaJe-g</a>	Easy to learn	Yes	50% to-60%	

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**WORK PLAN FOR TEACHERS (SEMESTER - WISE)**

Name of the Teacher: Nital Kalyani

Department: BAMMC

CLASS	SUBJECT/ UNIT/ TOPIC	ALLOTTED LECTURES	LECTURES CONDUCTED	EXTRA LECT	MODE OF TEACHING*	LINKS OF VIDEO AND AUDIO CLIP	ESTIMATED DEGREE OF DIFFICULTY(1) IN LEARNING	PRACTICE TEST GIVEN / NOT GIVEN	% STUDENT ATTENDANCE	HOD Sign
SYBAMMC	<b>Film Communication -II</b> Unit I: Regional Cinema Unit II: Hindi Cinema Unit III: Cinema now Unit IV: Film Making Unit V: Film Culture	48	42	0	Online Platforms: Zoom, Google Classroom, PPT, Sharing of E-content and links	<a href="https://classroom.google.com/c/NTc4MjUzMzc0NzQ0?cjc=2rmlrtz">https://classroom.google.com/c/NTc4MjUzMzc0NzQ0?cjc=2rmlrtz</a>	Difficult	Yes	Approx 60 to 70%	
TYBAMMC JR	<b>Magazine Journalism</b> Unit I: History of Magazine Journalism Unit II: Definition and Genres of Magazines Unit III: Organizational Structure Unit IV: Cover Story Unit V: Types of Articles Unit VI: Magazine Design	48	39	0	Online Platforms: Zoom, Google Classroom, PPT, Sharing of E-content and links	<a href="https://classroom.google.com/c/NTc4MjU0MjU2MjQ2?cjc=ss53nkr">https://classroom.google.com/c/NTc4MjU0MjU2MjQ2?cjc=ss53nkr</a>	Difficult	Yes	Approx 80 to 90%	

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**WORK PLAN FOR TEACHERS (SEMESTER - WISE) 2022-2023**

Name of the Teacher: Siddharth Gangurde

Department: BAMMC

CLASS	SUBJECT/ UNIT/ TOPIC	ALLOTTED LECTURES	LECTURES CONDUCTED	EXTRA LECT	MODE OF TEACHING*	LINKS OF VIDEO AND AUDIO CLIP	ESTIMATED DEGREE OF DIFFICULTY(1) IN LEARNING	PRACTICE TEST GIVEN / NOT GIVEN	% STUDENT ATTENDENCE	HOD Sign
SYBAMMC	<b>Introduction To Photography</b> Unit I: Camera: The Storyteller Unit II: Lens: Imaging device Unit III: Light: Parameters of Light- The essential raw material Unit IV: Composition: Art of Seeing, Way of portraying a subject Unit V: Digital Imaging: Electronic Format	48	40	0	Online Platforms: Zoom, Google Classroom, PPT, Sharing of E-content and links	<a href="https://classroom.google.com/c/MzY5MTMxNjAxMzI3?cjc=fqomf6p">https://classroom.google.com/c/MzY5MTMxNjAxMzI3?cjc=fqomf6p</a>	Easy	Yes	Approx50% to-60%	

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**WORK PLAN FOR TEACHERS (SEMESTER - WISE)**

Name of the Teacher: Siddharth Gangurde

Department: BAMMC

CLASS	SUBJECT/ UNIT/ TOPIC	ALLOTTED LECTURES	LECTURES CONDUCTED	EXTRA LECT	MODE OF TEACHING*	LINKS OF VIDEO AND AUDIO CLIP	ESTIMATED DEGREE OF DIFFICULTY (1 IN)	PRACTICE TEST GIVEN / NOT GIVEN	% STUDENT ATTENDANCE	HOD Sign
TYBAMMC JR	<b>Newspaper &amp; Magazine Design (Project)</b> Unit I: Design and Layout Basics Unit II: Editing and Terminology Unit IV: Typography and Visual Aids Unit V: Working on Project Quark or InDesign Unit VI: Planning and Production of Magazine	48	51	3	Online Platforms: Zoom, Google Classroom, PPT, Sharing of E-content and links	<a href="https://classroom.google.com/c/NTe4MjU0NDc0MTQ0?cjc=fxpws2h">https://classroom.google.com/c/NTe4MjU0NDc0MTQ0?cjc=fxpws2h</a>	Difficult	Yes	Approx 80 to 90%	

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**WORK PLAN FOR TEACHERS (SEMESTER - WISE) 2022-2023**

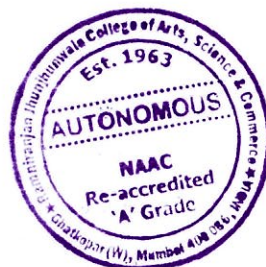
Name of the Teacher: **Raju Korti**

Department: **BAMMC**

CLASS	SUBJECT/ UNIT/ TOPIC	ALLOTTED LECTURES	LECTURES CONDUCTED	EXTRA LECT	MODE OF TEACHING*	LINKS OF VIDEO AND AUDIO CLIP	ESTIMATED DEGREE OF DIFFICULTY(1) IN LEARNING	PRACTICE TEST GIVEN / NOT GIVEN	% STUDENT ATTENDANCE	HOD Sign
TYBAMMC JR	<b>Business and Financial Journalism</b> Unit I: Business and Financial Journalist Unit II: Reporting of Major Indian Scams Unit III: Beats and Audiences in Business and Financial Journalism in India Unit IV: Financial Markets and Institutions Unit V: Globalization	48	38	0	Online Platforms: Zoom, Google Classroom, PPT, Sharing of E-content and links	<a href="https://classroom.google.com/c/NDk2ODY2NjE0MjEw?cjc=c5sa5e4">https://classroom.google.com/c/NDk2ODY2NjE0MjEw?cjc=c5sa5e4</a>	Difficult	Yes	Approx 80-90%	

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**WORK PLAN FOR TEACHERS (SEMESTER - WISE) 2022-2023**

Name of the Teacher: Shankari V

Department: BAMMC

CLASS	SUBJECT/ UNIT/ TOPIC	ALLOTTED LECTURES	LECTURES CONDUCTED	EXTRA LECT	MODE OF TEACHING*	LINKS OF VIDEO AND AUDIO CLIP	ESTIMATED DEGREE OF DIFFICULTY(1) IN LEARNING	PRACTICE TEST GIVEN /NOT GIVEN	% STUDENT ATTENDANCE	HOD Sign
TYBAMMC JR	<p align="center"><b>Investigative Journalism</b></p> Unit I: Careers and Opportunities in Investigative Journalism: Introduction to Investigative Journalism Unit II: Data Collection: Sources Unit III: Designing the story: Finding and writing your story Unit IV: Data protection and security: Security of sources and data Unit V: Final Story: Generation of the story	48	50		Online Platforms: Zoom, Google Classroom, PPT, Sharing of E-content and links	<a href="https://classroom.google.com/c/NTM2MDcyMjU1MjAw?cjc=zssefyc">https://classroom.google.com/c/NTM2MDcyMjU1MjAw?cjc=zssefyc</a>	Easy to learn	Yes	Approx 80-90%	

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**WORK PLAN FOR TEACHERS (SEMESTER - WISE)**

Name of the Teacher: Neil Maheshwari

Department: BAMMC

CLASS	SUBJECT/UNIT/ TOPIC	ALLOTTED LECTURES	LECTURES CONDUCTED	EXTRA LECT	MODE OF TEACHING*	LINKS OF VIDEO AND AUDIO CLIP	ESTIMATED DEGREE OF DIFFICULTY(1) IN LEARNING	PRACTICE TEST GIVEN / NOT GIVEN	% STUDENT ATTENDANCE	HOD Sign
SYBAMMC	<b>Computers and Multimedia- II</b> Unit I: Photoshop: Advanced Image Editing Unit II: Adobe Illustrator: Vector based Drawing software Unit III: InDesign: Layout Software Unit IV: Premiere Pro: Audio-visual: Advanced application Unit V: Adobe Dreamweaver: Web designing software.	48	37	0	Online Platforms: Zoom, Google Classroom, PPT, Sharing of E-content and links	<a href="https://classroom.google.com/c/NTA4NjI4OTM0ODY2?cjc=3eiwbug">https://classroom.google.com/c/NTA4NjI4OTM0ODY2?cjc=3eiwbug</a>	Ease to learn	Yes	Approx 60 to 70%	
TYBAMMC AD + TYBAMMC JR	<b>Digital Media</b> Unit I: Introduction To Digital Marketing Unit II: Search Engine Optimisation (SEO) Unit III: Search Engine Marketing (SEM) Unit IV: Social Media Marketing (SMM) Unit V: Email Marketing Unit VI: Web Analytics Unit VII: Affiliate Marketing and Programmatic Marketing Unit VIII: Content Writing Unit IX: Cyber Laws	48	41	0	Online Platforms: Zoom, Google Classroom, PPT, Sharing of E-content and links	<a href="https://classroom.google.com/c/NTQwNjE2MzUxNDcx?cjc=2dd6hit">https://classroom.google.com/c/NTQwNjE2MzUxNDcx?cjc=2dd6hit</a>	Difficult	Yes	Approx 50 to 60%	

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**WORK PLAN FOR TEACHERS (SEMESTER - WISE)**

**Name of the Teacher: Rinkesh Chheda**

**Department: BAMMC**

CLASS	SUBJECT/ UNIT/ TOPIC	ALLOTTED LECTURES	LECTURES CONDUCTED	EXTRA LECT	MODE OF TEACHING*	LINKS OF VIDEO AND AUDIO CLIP	ESTIMATED DEGREE OF DIFFICULTY(1) IN LEARNING	PRACTICE TEST GIVEN / NOT GIVEN	% STUDENT ATTENDANCE	HOD Sign
TYBAMMC AD	<b>Media Planning and Buying</b> Unit I: Introduction to Media Planning Unit II: Negotiation Skills in Media Buying Unit III: Media Planning Process Unit IV: Media Mix Unit V: Media Measurement Unit VI: Sources of Media Research Unit VII: Selecting Suitable media Options (Advantages & Disadvantages) Unit VIII: Media Buying Unit IX: Communication Mix	48	35	0	Online Platforms: Zoom, Google Classroom, PPT, Sharing of E-content and links	<a href="https://classroom.google.com/c/NTQwNjE2MzMzODM4?cjc=j23wf6h">https://classroom.google.com/c/NTQwNjE2MzMzODM4?cjc=j23wf6h</a>	Difficult	Yes	Approx 50 to 60%	

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