



MINUTES OF BOARD OF STUDIES MEETING

The first meeting of Board of Studies in **BAMMC Department** was held online on **6th August 2022** at **5:30 PM** on Microsoft Teams Platform.

Following members were present in the meeting:

1. Prof. Meenal Ambavane (Chairperson)
2. Prof. Aabha Shetty (Secretary)
3. Prof. V. Muralidharan (Subject Expert)
4. Prof. Neha Kulkarni (Subject Expert)
5. Prof. Neil Pete (Subject Expert)
6. Prof. Payal Agarwal (Subject Expert)
7. Prof. Poonam Chindarakar (Subject Expert)
8. Prof. Vikas Shirode (Subject Expert)
9. Prof. Amit Chavan (Subject Expert)
10. Prof. Surya Gune (External University Expert)
11. Prof. Susmita Bhadane Patil (Subject & Industry Expert)
12. Mr. Omkar Gokhale (Alumni of Kirti College BAMMC Department)

Apology for the absence of the following members has been recorded.

1. Prof. Shridhar Naik (Subject Expert)
2. Prof. Dr. Nimisha Kambli (External University Expert)
3. Prof. Viren Vesuwala (Subject & Industry Expert)
4. Mr. Amit Tirodkar (Alumni of Kirti College BAMMC Department)

The meeting transacted following agenda:

AGENDA:

Item 1: To adopt the Existing Syllabus of University of Mumbai for the subject of **Multimedia & Mass Communication** at First Year level of UG, proposed for the Academic Year 2022-23.

Item 2: To discuss and confirm the Evaluation Pattern of First Year UG in the subject of **Multimedia & Mass Communication** from the Academic Year 2022-23. Evaluation Pattern: External Evaluation 60% and Internal Evaluation 40%



Item 3: To discuss and confirm the Question Paper Pattern of First Year UG in the subject of **Multimedia & Mass Communication** from the Academic Year 2022-23

Item 4: Any other matter/s with the permission of Chair

At the outset, Chairperson of the meeting, **Prof. Meenal Ambavane** introduced and welcomed all esteemed BoS members. Chairperson requested **Prof. Aabha Shetty** (Secretary, BoS) to place the agenda for discussion and deliberation.

1. To adopt the Existing Syllabus of University of Mumbai for the subject of Multimedia & Mass Communication at First Year level of UG, proposed for the Academic Year 2022-23.

Since syllabus was sent to the members in advance, **Prof. Meenal Ambavane** requested the members to consider it as presented and sought their suggestions and recommendations.

After detailed discussion and deliberations, it was resolved to adopt the syllabus as it is for the Academic Year 2022-23 to be presented in the next Academic Council meeting.

The following suggestion were made by the members for the Syllabi from the Academic Year 2023-24 onwards:

- Subjects catering to Literature, Psychology, Marketing, Management, Indian Politics and Sociology from old Syllabus must be incorporated to give students basic knowledge of the said subjects, essential for them to understand Advertising and Journalism.
- Practical lessons to be given to the students on translating English to Hindi or Marathi and basic knowledge of in-script typing in Hindi and Marathi, so they can get better employment opportunities in both Advertising and Journalism.
- Mandatory book / literature review of at least one book from a recommended list of books to be incorporated in the internals assessment of Literature (when the subject is incorporated in the syllabus) to encourage students to read books.
- Mandatory summer internships to be incorporated as a part of the program, followed a report to be submitted to the Department about the experience and learnings of the same, so the students are encouraged to get industry experience as they learn without compromising on their lectures.

Approved unanimously.

Proposed by: Prof. Surya Gune

Seconded by: Prof. Payal Agarwal



2. To discuss and confirm the Evaluation Pattern of First Year UG in the subject of *Multimedia & Mass Communication* from the academic year 2022-23. Evaluation Pattern: External Evaluation 60% and Internal Evaluation 40%

Evaluation Pattern which consists of External Marks – 60% & Internal Marks – 40% (of which 20% will allocated to a Unit Test and the remaining 20% to Projects and Presentations) at the First Year UG from the Academic Year 2022-23 was presented and sought members' suggestions and approval.

After due deliberations, it was resolved to adopt the proposed Evaluation Pattern of External Marks – 60% & Internal Marks – 40% at the First Year UG from the Academic Year 2022-23 to be presented in the next Academic Council meeting. However, all members unanimously opposed the allocation of 20% Marks to Unit Test for Internal Marks Evaluation, and demanded that 40% Marks to be allocated entirely to Projects and Presentations as a BAMMC is practical knowledge based course.

Opposed unanimously.

Proposed by: Prof. Surya Gune

Seconded by: Prof. Payal Agarwal

3. To discuss and confirm the Question Paper Pattern of First Year UG in the subject of *Multimedia & Mass Communication* from the academic year 2022-23.

After the approval of Evaluation Pattern, the Question Paper Pattern of First Year UG for the Academic Year 2022-23 was presented and sought members' suggestions and approval.

After due deliberations, it was resolved to adopt the proposed Question Paper Pattern of First Year UG for the Academic Year 2022-23 to be presented in the next Academic Council meeting.

Approved unanimously.

Proposed by: Prof. Surya Gune

Seconded by: Prof. Payal Agarwal

4. Any other matter/s with the permission of Chair.

With the permission of Chair, it was recommended that bridge courses and activities that encourage creativity like Blog Writing, Elocution, Debates, Students' Parliament, Calligraphy, etc. to be conducted on a Departmental Level for the students.

The Secretary, *Prof. Aabha Shetty* presented the Minutes of the meeting.

Minutes Read and Passed

Proposed by: Prof. Surya Gune



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Dadar (W), Mumbai - 400028



Seconded by: Prof. Payal Agarwal

At 6:42 PM meeting concluded with Vote of thanks proposed by the Secretary, Prof. Aabha Shetty.

M. Meenal Ambavane

Prof. Meenal Ambavane

CHAIRPERSON

Board of Studies in BAMMC Department