

MINUTES OF THE MEETING
Academic Year: 2021- 2022


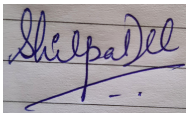

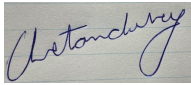
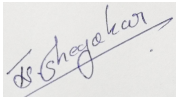



BOARD OF STUDIES MEETING IN THE SUBJECT OF MA EMA
(ENTERTAINMENT MEDIA & ADVERTISING)

Date: 15th January 2022

Venue: Online on Zoom Meetings

Time: 5:00 PM

Members Present:

Sr No	Name and Designation of Members Present	Signature
1	Ms. Daivata Patil (Department of Communication and Journalism, University of Mumbai)	
2	Prof. Shilpa Hattiangadi (SNDT Women's University, Pune)	
3	Dr. Nimisha Kambli (Smt. P. N. Doshi Women's College)	
4	Mr. Chetan Dubey (Sr Brand Manager, Himalaya Wellness Company)	
5	Mr. Takshak Shegokar (Alumni, Sr Research Analyst, Ugam, a Merkle company)	
6	Prof. Pooja Bhardwaj (In-house faculty)	
7	Prof. Prachi Vankiani (In-house faculty)	
8	Prof. Akash Purswani (In-house faculty)	

Agenda:

1. Welcome the new VC Nominee.
2. Review of the last meeting's minutes and amendments (held on 16 August, 2021).
3. Update on implementation of revised credits for undergraduate courses in the first year.
4. Update and discuss the implementation of teaching, learning and evaluation practices.
5. Any other matter proposed by the members.

Minutes of Meeting

1. The meeting commenced with welcoming the members and the new VC Nominee Ms Daivata Patil.
2. The last BOS meeting minutes were reviewed and Updates were given regarding teaching and evaluation practices of the last academic year.
3. The members were given an overview of the sessions and seminars conducted during the academic year, the practice of taking feedback on teachers from students and feedback on curriculum from varied stakeholders.
4. Additionally the members gave valuable feedback and suggestions regarding the following:
 - a. Encourage students to take part in certificate/value added courses and Design electives as certificate courses.
 - b. Suggestions for value added courses include a course on understanding project management, content operation, metadata tagging and research algorithm.
 - c. To encourage community outreach programs, online alternatives or avenues to be explored wherein students can connect with the community.
 - d. Since our department has both UG & PG programs, it was recommended that 4-6 undergraduate students may be involved in Dissertation for the PG students. This shall enhance their research acumen and skills. Credit to the students can be given by way of extra marks in the research subjects namely Mass Media Research in semester IV and Advertising and Marketing Research in semester V.
 - e. Recommendations were given with regards to the type of projects that can be assigned to the PG students, some of which included asking the students to write critical reflections of published works.