

**SES's L. S. RAHEJA COLLEGE OF ARTS AND COMMERCE
(AUTONOMOUS)**



**Board of Studies:
Media & Mass Communication**

COMPOSITION OF BOS – (MEDIA & MASS COMMUNICATION)

SR.NO.	CAPACITY IN BOS	NAME & AFFILIATION	DESIGNATION
1	Chairperson	Ms. Kavita Makhija	Head of the Department (Chairperson)
	Vice Chancellor Nominee	Mr. Hanif Lakdawala	Director, Akbar Peerboy College
3	Expert from outside parent university	Ms. Shagufta Memon	HOD – BAMMC dept, Maniben Nanavati Women’s College, Sndt University
4	Expert from outside parent university	Dr. Sonal Juvekar	Asst Professor, Savitribai Phule Pune University
5	Expert from outside wherever special courses of studies are to be nominated by the Principal	Mr. Chetan Mathur	Film Maker
6	Representative from Industry nominated by the Principal	Mr. Rahul Jain	Ceo & Jt. Partner, Strategic Growth Advisor PR
7	Representative from Industry nominated by the Principal	Mr. Aditya Nagwekar	Ogilvy, Vice President - Strategic Planning
8	Expert from outside wherever special courses of studies are to be nominated by the Principal	Ms. Renu Nauriyal	Industry and Academic Expert, Former Journalism
9	Expert from outside wherever special courses of studies are to be nominated by the Principal	Ms. Shobha Venkatesh	Ex-Corporate Personnel, Standard Chartered
10	Representative from Industry nominated by the Principal	Ms. Yogita Rao	Industry Expert, Senior Assistant Editor, Times of India.
11	Representative from Industry nominated by the Principal	Ms. Aprajita Deshpande	COO, Mehak Events
12	College Alumni nominated by the Principal	Mr. Tejasvi Khattry	Resident Photographer, Brooke Bibliophile, Mumbai Chapter



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SADHANA EDUCATION SOCIETY'S
(Registered under society's act of 1860 & Bombay Public Trust Act 1950)
Linguistic (Gujarati) Minority

L. S. RAHEJA COLLEGE OF ARTS & COMMERCE

Estd : 1988

NAAC ACCREDITED B++ (3rd Cycle)

Relief Road, Santacruz (W), Mumbai - 400 054, Email: registrar@lsraheja.org
Tel.: 2660 9320 / 2661 4101, Website : www.lsrhaheja.org

Ref No.LSRC/Notice/BoS/2024-25/234

Date: 23rd April 2024

NOTICE

The BoS member's meeting for the department of Multimedia and Mass Communication is scheduled on **Friday, 26th April 2024 at 9:00 A.M.** in the College premises. All the members are hereby requested to attend the meeting.

AGENDA

- To introduce members of the BoS.
- Presentation and discussion on nomenclatures and syllabi of First Year B.A.M.M.C. 2024-25 under NEP 2020.
- To discuss Examination paper pattern.
- To discuss any other matter with the permission of the chair



Kavita

Ms. Kavita Makhija
Chairperson, BoS – B.A.M.M.C.

To,

1. Mr. Hanif Lakdawala, Director, Akbar Peerboy College
2. Dr. Sonal Juvekar, Post-Doctoral Fellow, Savitribai Phule Pune University
3. Ms. Shagufta Memon, HOD – Mass Media Department, Maniben Nanavati Women's College, SNDT University
4. Mr. Rahul Jain, CEO, Strategic Growth Advisor
5. Mr. Chetan Mathur, Freelance Film Maker
6. Mr. Aditya Nagwekar, Ogilvy, Vice President - Strategic Planning
7. Mr. Tejasvi Khatri, Resident Photographer – Broke Bibliophile: Bombay Chapter
8. Ms. Renu Nauriyal, Assistant Professor & Former Journalist
9. Ms. Yogita Rao, Senior Assistant Editor, Times Of India.
10. Ms. Shobha Venkatesh, Visiting Faculty
11. Ms. Aparajita Deshpande, COO – Mehak Events, Former Journalist

ATTENDANCE

1st BoS meeting of Media and Mass Communication, L. S. Raheja College of Arts & Commerce on 26th April 2024

Meeting Chaired and addressed by: Assistant Professor, Ms. Kavita Makhija

MEMBERS NAME	SIGNATURE
Ms. Kavita Makhija	
Dr. Hanif Lakdawala	Online
Mr. Chetan Mathur	
Mr. Rahul Jain	Online
Mr. Aditya Nagwekar	Online
Dr. Sonal Juvekar	Online
Ms. Yogita Rao	Online
Ms. Shobha Venkatesh	Online
Ms. Renu Nauriyal	Online
Ms. Aparajita Deshpande	Online
Ms. Shagufta Memon	Online
Mr. Tejasvi Khatry	Online

PROOF OF MEMBERS PRESENT

1st BoS Meeting - Media and Mass Communication

08:11:07

Chat People Raise React View Rooms Apps More Camera Mic Share Leave

Tejasvi Khatri (Guest) (Unverified)

Shobha Venkatesh (Unverified)

Chetan Mathur (Unverified)

DL

Dr Hanif Lakdawala (Unv...)

Participants

Type a name

Share invite

In this meeting (5) Mute all

- KM KAVITA MAKHUA Organizer
- CM Chetan Mathur (Unverified)
- DL Dr Hanif Lakda... (Unverified)
- SV Shobha Venka... (Unverified)
- TK Tejasvi Khatri ... (Unverified)

Others invited (4)

- ML MR. HANIF LA... (Guest) Accepted
- MV MS. SHOBHA V... (Guest) Accepted
- MJ MR. RAHUL JAIN (Guest) Accepted

29°C Haze Search ENG IN 12:03 26.04.2024

1st BoS Meeting - Media and Mass Communication

08:13:03

Chat People Raise React View Rooms Apps More Camera Mic Share Leave

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Select the right spoken language to get an accurate transcript, and to use Copilot and other features.

Change spoken language

Tejasvi Khatri (Guest) (Unverified)

Shobha Venkatesh (Unverified)

Dr Hanif Lakdawala (Unverified)

Participants

Type a name

Share invite

In this meeting (4) Mute all

- KM KAVITA MAKHUA Organizer
- DL Dr Hanif Lakd... (Unverified)
- SV Shobha Venkat... (Unverified)
- TK Tejasvi Khatri ... (Unverified)

Others invited (4)

- ML MR. HANIF LA... (Guest) Accepted
- MV MS. SHOBHA V... (Guest) Accepted
- MJ MR. RAHUL JAIN (Guest) Accepted
- MN MS. RENU NA... (Guest) Accepted

29°C Haze Search ENG IN 12:10 26.04.2024

PROOF OF MEMBERS PRESENT

Full Name	User Action
KAVITA MAKHIJA	Joined
Tejasvi Khattry (Guest) (Unverified)	Joined
Shobha Venkatesh (Unverified)	Joined
Dr Hanif Lakdawala (Unverified)	Joined
Aditya Nagavekar (External)	Joined
Aditya Nagavekar (External)	Left
Chetan Mathur (Unverified)	Joined
Aparajita Deshpande (Unverified)	Joined
Aparajita Deshpande (Unverified)	Left
shagufta memon (Unverified)	Joined
shagufta memon (Unverified)	Left
Rahul Jain (Unverified)	Joined
Rahul Jain (Unverified)	Left
Rahul Jain (Unverified)	Joined
Rahul Jain (Unverified)	Left
DR. SONAL JUVEKAR (Guest)	Joined
DR. SONAL JUVEKAR (Guest)	Left
RENU NAURIYAL (Unverified)	Joined
RENU NAURIYAL (Unverified)	Left
Yogita Rao (Unverified)	Joined
Yogita Rao (Unverified)	Left
Aparajita Deshpande (Unverified)	Joined
Aparajita Deshpande (Unverified)	Left

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SES's L.S. RAHEJA COLLEGE OF ARTS AND COMMERCE

Title: 1st BoS meeting of Media and Mass Communication, L. S. Raheja College of Arts & Commerce

DATE: 26th April 2024

VENUE: Hybrid

AGENDA:

1. To introduce members of the BoS.
2. Presentation and discussion on nomenclatures and syllabi of First Year courses under the board of Media and Mass Communication 2024-25 under NEP 2020.
3. To discuss Examination paper pattern.
4. To discuss any other matter with the permission of the chair

TIME: 9:00 AM

Meeting Chaired and addressed by: Assistant Professor, Ms. Kavita Makhija

MEMBERS PRESENT	MEMBERS ABSENT
Ms. Kavita Makhija	Nil
Dr. Hanif Lakdawala	
Mr. Chetan Mathur	
Mr. Rahul Jain	
Mr. Aditya Nagwekar	
Dr. Sonal Juvekar	
Ms. Yogita Rao	
Ms. Shobha Venkatesh	
Ms. Renu Nauriyal	
Ms. Aparajita Deshpande	
Ms. Shagufta Memon	
Mr. Tejasvi Khattry	

MINUTES OF THE MEETING

1. Ms. Kavita Makhija welcomed all the members of the BoS for the meeting and introduced the members to the quorum.
2. Ms. Kavita Makhija briefed the BoS members about the College, College's autonomy structure and the NEP implementation
3. Ms. Kavita Makhija explained the NEP grid structure to the Board members, who engaged in a constructive dialogue to establish clear objectives and goals for the syllabus related to media and mass communication prioritizing academic excellence, student engagement, and industry relevance.
4. Mr. Chetan Mathur opined that media students need to understand the psychology of consumers, media and its impact, thereby suggesting that a paper on Introduction to Psychology be added to the curriculum. Mr. Nagwekar seconded and Ms. Shobha Venkatesh suggested that instead of Indian History students could be offered an open elective on psychology.
5. Mr. Chetan Mathur was of the suggestion that Media Music is not very relevant paper and can be replaced. Thus, corporate communication and PR strategy was shifted to semester IV.
6. Mr. Rahul Jain suggested to bridge the industry academia gap, recent trends in Marketing and communication industry could be incorporated in the syllabus. Mr. Aditya Nagwekar and Ms. Shobha Venkatesh seconded and thus "New Age Marketing Strategy" was added in Sem VI for advertising students.
7. Ms. Sonal Jain suggested a paper including data analytics could be added for journalism students and thus, paper on "Data Journalism" was incorporated. Ms. Yogita Rao seconded the same.
8. Ms. Renu Nauriyal suggested that Semester V editing paper must be replaced with Fact checking paper.
9. Ms. Shobha Venkatesh and Mr. Aditya Nagwekar insisted to incorporate a paper on marketing. It was then agreed by the mutual consent of the board that the IMC paper in semester I will be reconstituted as "Introduction to marketing and Communication Tools" and elements of marketing be added to the syllabus.
10. Ms. Renu Nauriyal suggested to rename the Community media and Citizen Journalism paper and then nomenclature was changed to Independent and citizen journalism.
11. Mr. Nagwekar suggested that while drafting the syllabus for Advertising and Marketing Research, a module on data analytics could be added to the same to provide students with the edge.
12. Ms. Kavita Makhija presented the syllabus of open electives and core media and mass communication papers to the BoS. Valuable inputs were given by the experts for further fine tuning the syllabus and syllabus discussion was completed.
13. After incorporating the proposed changes, the syllabus was approved by the BoS members along with the question paper pattern.

14. Ms. Kavita Makhija informed the members that the college is going ahead with complete autonomy under NEP with new syllabus and paper pattern for the First-year students. The college will also be going ahead with autonomy pertaining to conducting examination under college as per the existing norms and condition for the Second year and Third year students which was approved by the BoS.
15. The rubrics was presented to the committee for internals examination component and was approved by the BoS.
16. Ms. Makhija informed the BOS members that the final syllabus after incorporating the suggestions will be sent on everyone's official email ID and requested all members to send their approval at the earliest. All members agreed that the syllabus can be considered as final and can be further sent to the academic council and assured that the email approval will be sent by all.
17. The meeting was adjourned by the Chairperson Ms. Kavita Makhija, expressing gratitude to all members for their active participation, valuable insights, and commitment to advancing the Media courses' syllabus in the right direction.



Ms. Kavita Makhija

Chairperson, BoS – Media and Mass Communication

LIST OF COURSES APPROVED BY BOS- (MEDIA & MASS COMMUNICATION)

SR. NO	NOMENCLATURE OF THE COURSE	PROGRAMME	SEMESTER	VERTICAL	CREDIT
1	Fundamentals of Mass Communication	BAMMC	Sem I	MAJOR	2
2	Visual Communication	BAMMC	Sem I	VSC	2
3	Communication in Ancient India	BAMMC	Sem II	MAJOR	2
4	Creative Writing	BAMMC	Sem II	VSC	2
5	Event Management	BAMMC	Sem II	MINOR	2
6	Understanding Indian and Global Media	BAMMC	Sem II	MAJOR	4
7	Introduction to Blogging	BAMMC	Sem II	SEC	2
8	Political Concepts and Indian Political System	BAMMC	Sem II	OE	2
9	Beginner's Module to Editing	BAF	Sem I	OE	2
10	Beginner's Module to Editing	BFM	Sem I	OE	2
11	Introduction to Photography	BMS	Sem I	OE	2
12	Introduction to Photography	BAF	Sem I	OE	2
13	Introduction to Photography	BSc IT	Sem I	OE	2
14	Introduction to Vlogging	BAF	Sem I	OE	2
15	Introduction to Vlogging	BFM	Sem I	OE	2
16	Social Media Management	BBI	Sem I	OE	2

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SR. NO	NOMENCLATURE OF THE COURSE	PROGRAMME	SEMESTER	VERTICAL	CREDIT
1	Fundamentals of Mass Communication	BAMMC	Sem I	MAJOR	2
2	Visual Communication	BAMMC	Sem I	VSC	2
3	Communication in Ancient India	BAMMC	Sem II	MAJOR	2
4	Creative Writing	BAMMC	Sem II	VSC	2
5	Event Management	BAMMC	Sem II	MINOR	2
6	Understanding Indian and Global Media	BAMMC	Sem II	MAJOR	4
7	Introduction to Blogging	BAMMC	Sem II	SEC	2
8	Political Concepts and Indian Political System	BAMMC	Sem II	OE	2
9	Beginner's Module to Editing	BAF	Sem I	OE	2
10	Beginner's Module to Editing	BFM	Sem I	OE	2
11	Introduction to Photography	BMS	Sem I	OE	2
12	Introduction to Photography	BAF	Sem I	OE	2
13	Introduction to Photography	BSc IT	Sem I	OE	2
14	Introduction to Vlogging	BAF	Sem I	OE	2
15	Introduction to Vlogging	BFM	Sem I	OE	2
16	Social Media Management	BBI	Sem I	OE	2

9/15/25, 3:59 PM

Sadhana Education Society L S Raheja College of Arts & Commerce Mail - Revised Syllabus for your kind approval

 **BoS Meeting MOM - 26 Apr 24.docx**
22K

Tejasvi Khatri <tejas.stu@gmail.com>
Reply-To: tejas.stu@gmail.com
To: "Ms. Kavita Makhija" <kavita.makhija@lsraheja.org>

Sat, Apr 27, 2024 at 6:33 PM

Hello Ma'am,

Kindly consider this email reply as an approval of the Syllabus and Minutes of Meeting.

Thanks and Best Regards,

Mr. Tejasvi Khatri (He/Him)
Media Faculty | Photographer | Researcher |
+91 9766741350

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Shobha Venkatesh <shobha2258@gmail.com>
To: "Ms. Kavita Makhija" <kavita.makhija@lsraheja.org>

Sat, Apr 27, 2024 at 9:49 PM

Approved. All the Best

Shobha Venkatesh

[Quoted text hidden]

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Ms. Kavita Makhija <kavita.makhija@lsraheja.org>
To: Tejasvi Khatri <tejas.stu@gmail.com>

Sat, Apr 27, 2024 at 11:30 PM

Thank you!

Warm Regards,
Kavita Makhija

[Quoted text hidden]

Ms. Kavita Makhija <kavita.makhija@lsraheja.org>
To: Shobha Venkatesh <shobha2258@gmail.com>

Sat, Apr 27, 2024 at 11:31 PM

Thank you, ma'am!

Warm Regards,
Kavita Makhija

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9/15/25, 3:59 PM

Sadhana Education Society L S Raheja College of Arts & Commerce Mail - Revised Syllabus for your kind approval

I approve the syllabus.

Regards

[Quoted text hidden]
[Quoted text hidden]
[Quoted text hidden]

Aditya Nagavekar <aditya.nagavekar@gmail.com>
To: "Ms. Kavita Makhija" <kavita.makhija@lsraheja.org>

Mon, Apr 29, 2024 at 11:08 AM

Hi,

I approve the syllabus.

Regards

Aditya

On Sat, 27 Apr 2024 at 15:43, Ms. Kavita Makhija <kavita.makhija@lsraheja.org> wrote:

[Quoted text hidden]
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rahul.jain@sgapl.net <rahul.jain@sgapl.net>

Mon, Apr 29, 2024 at 11:24 AM

To: "Ms. Kavita Makhija" <kavita.makhija@lsraheja.org>, Hanif Lakdawala <haniflakdawala@gmail.com>, chetan mathur <mathur.chetan@gmail.com>, Aditya Nagavekar <aditya.nagavekar@gmail.com>, renu nauriyal <nauriyalrenu@gmail.com>, "aparajitadeshpande@gmail.com" <aparajitadeshpande@gmail.com>, Shagufta Memon <bamm@mmpshahcollege.in>, Shobha Venkatesh <shobha2258@gmail.com>, Yogita Rao <yogita.rao@gmail.com>, Sonal Juvekar <sonaljuvekar@gmail.com>, Tejasvi Khatry <tejas.stu@gmail.com>

Hi Kavita,

This is approved from my side.

Great efforts by everyone for constructing the future ready course for the bright future of #YoungIndians !

Regards

Rahul Jain

Partner & Jt. CEO

SGA PR

98675 67534

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