

Mohanlal Raichand Mehta College of Commerce DiwaliMaa College of Science Amritlal Raichand Mehta College of Arts Dr. R.T. Doshi College of Computer Science Plot no.9, Sector -19, Airoli Navi Mumbai

Department Of BAMMC Report on Bridge Course and Certificate Course (Term-I, 22-23)

1. Bridge Course -

The department of BAMMC conducted a bridge course for SY and TYBAMMC students to reconnect learners with their previous studies. The Bridge course helps students to relate past learned text with the upcoming curriculum of the year and create better understanding.

2. A certificate course was conducted for SY and TYBAMMC students.

It was observed by faculties that being the mass media students, students should have fluency in the English language, in Hindi as a National language, and Marathi Language as a state language. Hence to strengthen media students' language craft, conducted a Basic Level grammar course.

Sr. No	Title of the Course	Class	Date (From- To)	Duration	No Students Attended	No Students Qualified and Certificate was issued.
1.	Bridge course	SYBAMMC	13 th June to 18 th June 2022.	40 Hrs	15	14
2.	Bridge course	TYBAMMC	13 th June to 18 th June 2022.	40 Hrs	10	10
3.	Certificate course	SY and TYBAMMC	20 th June to 25 th June	30 Hrs.	15	12

Dr. Savitri Dholey

Coordinator-BAMMC.



BAMMC Bridge Course Time Table 2022-23

		1000	TYBAMMC
Date	Timing	SYBAMMC	Savitri D
13/06/22	7.00 to 8.00	Sagar K	Sindhu R
13/00/22	8.00 to 9.00	Jael Angel J	Sagar K
	9.00 to 10.00	Sindhu R	Sagar K
	10.20 to 11.20	Savitri D	Dub
			Sindhu R
14/06/22	7.00 to 8.00	Savitri D	Savitri D
	8.00 to 9.00	Sagar K	Sindhu R
	9.00 to 10.00	Savitri D	Savitri D
	10.20 to 11.20	Shakuntala K	Savier
			Sagar K
15/06/22	7.00 to 8.00	Savitri D	Sagar R Sindhu R
	8.00 to 9.00	Jael Angel J	Sindiu K Savitri D
	9.00 to 10.00	Sagar K	
	10.20 to 11.20	Sindhu R	Sagar K
	4		
16/06/22	7.00 to 8.00	Sindhu R	Sagar K
10/00/22	8.00 to 9.00	Jael Angel J	Sindhu R
	9.00 to 10.00	Savitri D	Sagar K
	10.20 to 11.20	Sagar K	Savitri D
17/06/22	7.00 to 8.00	Sindhu R	Savitri D
	8.00 to 9.00	Jael Angel J	Sagar K
	9.00 to 10.00	Shakuntala K	Sindhu R
	10.20 to 11.20	Shakuntala K	Sagar K
18/06/22	7.00 to 8.00	Sagar K	Sindhu R
	8.00 to 9.00	Jael Angel J	Savitri D
	9.00 to 10.00	Shakuntala K	Sindhu R
	10.20 to 11.20	Shakuntala K	Savitri D

Dr. Savitri Dholey Coordinator, BAMMC



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Mohanlal Raichand Mehta College of Commerce

DiwaliMaa College of Science

Amritlal Raichand Mehta College of Arts

Dr. R.T. Doshi College of Computer Science

Plot no.9, Sector -19, Airoli Navi Mumbai

Program	BAMMC	
Year	202 2- 22	
Class	TYBAMMC	
Course	Bridge Course	No. of the control of
Total Marks	100	
Number of Lectures	40	
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Objectives of the Course

- 1. The Course consists of knowledge about Media Industries and their relationship with Culture and Human Nature.
- 2. To understand the society and culture.
- 3. To understand the media ethics and laws.
- 4. To understand basics of Mass Media Studies to pursue career in future.
- 5. To understand the role of communication in Copywriting.
- 6. To understand the importance and impact of research in mass media.
- 7. To understand the sociological and demographical impact of media in society.
- 8. To understand the growing importance of Marketing in contemporary era.
- 9. To know the recent developments of marketing.

	Syllabus	
odule	Topic	Lectures
1	Media Ethics and Advertising.	10
1.1	An introduction to Media ethics	2
1.2	Use of Colours and Human Emotion in Advertising.	03
1.3	International (Cross) Cultural dimensions of Advertising.	03
1.4	Advertising Laws & Ethics, work culture of Advertising Agency.	02
2	COPY WRITING	10
2.1	An introduction to Copywriting	02
2.2	Importance of copywriting in advertising Role of demography in copywriting	04
2.3	Media messages and its impact on human psychology	04
3	Introduction to Marketing	10
3.1	Core Marketing Concepts	02
3.2	Market Segmentation: Geographic, Demographic, Sociographic, Psychographic, Behavioral	04
3.3	New Trends in Marketing: E-Marketing, Internet Marketing, Marketing Using Social Network	04
Total	Lectures	30





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DiwaliMaa College of Science
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Dr. R.T. Doshi College of Computer Science
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Program	BAMMC	
Year	2022-23	
Class	SYBAMMC	
Course	Bridge Course	
Total Marks	100	
Number of Lectures	40	

Objectives of the Course

- 1. To render an understanding of the importance of communication in media.
- 2. To understand visual communication through social media.
- 3. To understand relationship between human behavior and mass media.
- 4. To understand concept of Mass Media Studies and its applications in life.
- 5. To understand the importance of media in politics, economics, social life, global and local culture.
- 6. To encourage understanding and critical evaluation of new and old media technologies.
- 7. To understand the contemporary and historical impact of media on individuals and societies.

Course Outcome

- 1. The program enables the students to develop critical thinking, writing skills and effective oral communication.
- 2. Learners will develop an awareness of political, social and corporate issues in a global level.
- 3. The program will equip students to make careers in different industries related to media.
- 4. To provide the students basic understanding about the concept of public relations.

	Syllabus	
36 1 1	Topic	Lectures
Module	Role of Visual Communication in Advertising.	06
1	Role of visual Communication theories	02
1.1	An introduction to visual communication theories.	02
	Social responsibilities of Advertising.	02
1.2	Social responsibilities of Navertisms.	02
1.3	The Relationship between the human behavior and Mass Media.	
	Media theories, practices and its implications	06
2	Madia theories – its evolution.	01
2.1	An introduction to Media theories – its evolution.	
2.2	Forms of various media communication	01
2.2	4 AIRULI	



2.3	Perspectives and practices of different media	03
	Mass media content of radio TV film newspaper magazines	
-	books, music, digital gaming, internet and social media.	
3	Overview of Constitution	06
3.1	A brief introduction to Indian Constitution	02
3.2	India's legal system – structure and hierarchy of Indian Judiciary – the	02
	various levels of courts for civil and criminal action	
3.3	Media and Democracy	02
4	Writing for Media	06
4.1	Report Writing	2
4.2	Press Release	1
4.3	Copywriting	1
4.4	Creativity in workplace	2
5	Fundamentals of Computer	06
5.1	Microsoft Word: - Interface, Templates, Text formatting, working	01
	with images, create an index, bibliography, create brochures, flyers	
5.2	Microsoft Excel: - Create a spreadsheet, Format cells, rows, columns,	03
	and entire worksheets so they fit and match your data, enter data into a	
	spreadsheet, use formulas and functions for math, accounting, and	
	totalling, create formulas and functions, create charts and diagrams for	
	your data, Create data lists and forms	
	Microsoft PowerPoint: - Create new presentations from scratch, add	02
	text, pictures, sounds, movies, and charts to your presentations, Design	
	slides using themes, colours, and special effects, animate objects on	
	slides, add special effects to slide transitions to spice up your	
	presentations, set up slide shows and rehearse timings for your slides	
		30
Total Lec	tures	



S.No.	Surname	Name of Students	Class	Roll No
1	ADAL	ADAL SHIVANAND NARAYAN DAMAYANTHI	TYBMM	
2	. Babinwala	Babinwala Shruti Girish Hemlata	TYBMM	
3	. Barandwal	Barandwal Ajay Bansilal Parvati	TYBMM	
4	. Bhote	Bhote Tine Vijay Seeta	TYBMM	
	5. Dhotre	Dhotre Satish Babu Nagamma	TYBMM	
	6 Mukaddam	Mukaddam Fareeha Faiz Shagufta	TYBMM	
	7 Nagarkar	Nagarkar Pranay Mahesh Manisha	TYBMM	12016
	8 Surve	Surve Mamta Kishor Kalpana	TYBMM	12027
	9 Wadnere	Wadnere Kshitij Pravin Swati	TYBMM	12028
1	0 Yadav	Yadav Tushar Avadh Narayan Laxmi	TYBMM	12029

Saviler.
Dr. Savitri Dholey

Cordinator

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Dr. Leena Sarkar

Principal
PRINCIPAL
JNAN VIKAS MANDAL'S
M.R. MEHTA COLLEGE OF COMMERCE
D.M. COLLEGE OF SCIENCE
A.R. MEHTA COLLEGE OF ARTS
Dr. R.T. DOSHI COLLEGE OF COMPUTER SCIENCE
Plot No.9, SEC.- 19, AIROLI,
NAVI MUMBAI-400 708

ider Class : S.Y. BMM, \sqcap End of List, \sqcap End of List

S.No.	S	urname	f List, □ End of List		
			Name of Students	Class	Roll
	1		- Anvesha Vad		No
	2.	3ankar	- Anvesha Yadav Gajraj Chandramukhi Devi	S.Y. BMM	
	3	DAS	Bankar Praful Baburao Jvoti	S.Y. BMM	
-	-	Mane	DAS AARYAN TIGER SANGEETA	S.Y. BMM	1
	-		Mane Harshal Jeetendra Sanjivani		-
	-	MEHTA	MEHTA DRISHTI MAYURBHAI DIMPLEBEN	S.Y. BMM	1
	6	Mhatre	Mhatre Darabite Control	S.Y. BMM	1101
	7	Pawar	Mhatre Darshita Sanjay Sangeeta	S.Y. BMM	1102
	8	RAUT	Pawar Aniket Sunil Vaishali	S.Y. BMM	11022
	9		RAUT RASIKA VISHWANATH RAKHAMA	S.Y. BMM	1102
			Salian Krutika Yatish Sonali	S.Y. BMM	11026
		Shetty	Shetty Shreyanka Navin Sunita	S.Y. BMM	11029
	11	THE PARTY OF THE P	TARALKAR KANISHKA RAJAN ANURADHA		11031
	12	2 Tawde	Tawde Tejas Vijay Prajakta	S.Y. BMM	-
	_ 1:	3 Varekar	Varekar Aditya Krishna Sharda		11032
	1	4 Vishwakarma			11033
			Vishwakarma Premsagar Prabhunath Nirmala	S.Y. BMM	11034

AIROLI

Saviler Dr. Savitri Dholey Cordinator

Dr. Leena Sarka

Principal JNAN VIKAS MANDAL'S

M.R. MEHTA COLLEGE OF COMMERCE
D.M. COLLEGE OF SCIENCE
A.R. MEHTA COLLEGE OF ARTS
Dr. R.T. DOSHI COLLEGE OF COMPUTER SC Plot No.9, SEC .- 19, AIROLI, NAVI MUMBAI-400 708



Class: SYBAMMC/ TYBAMMC

MohanlalRaichand Mehta Collège of Commerce DiwaliMaa Degree College of Science AmritlalRaichand Mehta Degree College of Arts

Padmashree(Dr.) R.T. Doshi Degree College of Computer Science Plot no.9, Sector -19, Airoli Navi Mumbai

Certificate Course Time Table

Academic year : 2022-23

			Saturday	Vagar V	Sagai N	 Savitri D	0 11	Sindnu K	11	Sagar K
			Friday	C:- JL D	Sindnu K	Sagar K		Savitri D		Sindhu K
		Day	Thursday		Savitri D	Sindhu R		Sagar K	1	Savitri D
			Wednesday	Tancaura M	Sagar K	Savitri D		Sindhu R		Sagar K
			Tuesday	Lucsuay	Sindhu R	Sagar K		Savitri D		Sindhu R
	MMC		Mondon	Monday	Savitri D	Sindhu R		Sagar K		Savitri D
4	Department: BAIMINIC	, en	TIME		07.00 to 8.00	08.00 to 09.00 Sindhu R		09.00 to 10.00 Sagar K		10.20 to 11.20 Savitri D

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Sign. Of Principal PRINCIPAL

M.R. MEHTA COLLEGE OF COMMERCE
D.M. COLLEGE OF SCIENCE
A.R. MEHTA COLLEGE OF SCIENCE
A.R. MEHTA COLLEGE OF ARTS
Dr. R.T. DOSHI COLLEGE OF COMPUTER SCIENCE

NAVI MUMBAI-400 708

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Mohanlal Raichand Mehta College of Commerce DiwaliMaa College of Science Amritlal Raichand Mehta College of Arts Dr. R.T. Doshi College of Computer Science Plot no.9, Sector -19, Airoli Navi Mumbai

Program		
Year	BAMMC	
Class	2022-23	
Course	SYBAMMC & TYBAMMC	
Total Marks	Basic Grammar level-II	
Number of Lectures	100	
Objectives of the	40	
Objectives of the Cour	rse	

- 1. To understand the basic craft of language.
- 2. To know the proper sentence framing in each language.
- 3. To understand the importance of the use of correct language in media as well

COURSE OUTCOME	
1. Students will 1	٦ ٦
2. Students will be able to write correctly. Students will develop language proficiency.	1

Module	Syllabus	
1	Topic	
1.1	Topic (हिन्दी व्याकरण - द्वितीय स्तर) Hindi Grammar Level-II क्रिया, क्रिया के भेद, वचन, लिंग	Lectures 14
1.2	काल और उसके भेद	04
1.3	वर्तमान काल के भेद	04
1.4	अनुसार काल के भद	02
1.5	भूतकाल के भेद भविष्यत काल के भेद	02
1.6	वाक्य रचना	02
2		02
2.1	ENGLISH GRAMMAR LEVEL-1 Parts of Speech- Writing practice -revision Articles, sentence practice	02
2.0	Articles, sentence practice- Practice and uses Types of sentences, Subject and uses	13
2.2	Practice Practice Studiest verb agreement- advanced	03
2.3	combination of tensor	02
2.4	places to alter the	03
2.5	places to alter the meaning- Practice of more complicated sentences Word Games, creation of vocabulary, learning of payers.	02
3	Word Games, creation of vocabulary, learning of new vocabulary Marathi Grammar Level-I (मराठी व्याकरण - प्राथमिक)	
	अरोठी व्याकरण - प्राथमिक)	03



3.1	व्याकरण - मंच्य कर्	
3.2	व्याकरण - संज्ञा, सर्वनाम, विशेषण, क्रियापद, क्रियाविशेषण, काळ शब्दसंग्रह आणि शब्द औळख.	04
3.3	वाचन आणि श्रवण कौशल्य	03
0.4	संभाषण कौशल्य	03
3.5	लेखन कौशन्य	02
Total L	ectures	01
		40

Dr. Saviler. Dholey Gordinalor

Dr. Leena Sarkar Principal

PRINCIPAL

JNAN VIKAS MANDAL'S M.R. MEHTA COLLEGE OF COMMERCE D.M. COLLEGE OF SCIENCE
A.R. MEHTA COLLEGE OF ARTS
Dr. R.T. DOSHI COLLEGE OF COMPUTER SCIENC. Plot No.9, SEC .- 19, AIROLI, NAVI MUMBAI-400 708



er ss: TYBAMMC Certificate course

participnats list , 2022-23, Term-l

No.	Surname	Name of Students	Class	Roll No
1.	ADAL	ADAL SHIVANAND NARAYAN	TYBMM	12001
		DAMAYANTHI		12001
2.	Babinwala	Babinwala Shruti Girish	TYBMM	12002
		Hemlata		12002
3.	Mukaddam	Mukaddam Fareeha Faiz	TYBMM	12015
		Shagufta		12010
4.	Nagarkar	Nagarkar Pranay Mahesh	TYBMM	12016
_		Manisha		
5	Wadnere	Wadnere Kshitij Pravin Swati	TYBMM	12028
6				
6	Yadav	Yadav Tushar Avadh Narayan	TYBMM	12029
		Laxmi		1=020



Under Class: SYBAMMC certificate course

	participants list 2022-23.			- 4.21
	Surname	Name of Students	Class	Roll No
S.No.	Sumamo	- Anvesha Yadav	S.Y. BMM	11001
1.	-	Gajraj		
		Chandramukhi Devi		11005
2	DAS	DAS AARYAN	S.Y. BMM	11003
2	2	TIGER SANGEETA	DAMA	11019
3	MEHTA	MEHTA DRISHTI	S.Y. BMM	
3		MAYURBHAI		
4		DIMPLEBEN	S.Y. BMM	11025
4	RAUT	RAUT RASIKA VISHWANATH	3.1.2	
		RAKHAMA		
	••	Salian Krutika	S.Y. BMM	11026
5	Salian	Yatish Sonali		
	21 11	Shetty Shreyanka	S.Y. BMM	11029
6	Shetty	Navin Sunita		





DIWALI MAA DEGREE COLLEGE OF SCIENCE

PADMASHREE (DR.) R. T. DOSHI DEGREE COLLEGE OF COMPUTER SCIENCE AMRITLAL RAICHAND MEHTA DEGREE COLLEGE OF ARTS

PLOT NO- 09, SECTOR-19, AIROLI, NAVI MUMBAI- 400708

NAAC RE-ACCREDITED 'A' GRADE (CGPA- 3.33) (2'ND CYCLE)

(AFFILIATED TO UNIVERSITY OF MUMBAI)

CERTIFICATE

June to 25th June 2022 conducted by Department of BAMMC of JVM's completed Certificate Course in 'Basic Grammar Level II' from 20th Awarded to Fareeha Mukaddam (TYBAMMC) who successfully Degree College, Airoli.

Swite

Dr. Savitri Dholey Coordinator, BMM/BAMMC



Dr. (Mrs.) Leena Sarkar Principal and Chairperson

AMRITLAL RAICHAND MEHTA DEGREE COLLEGE OF ARTS DIWALI MAA DEGREE COLLEGE OF SCIENCE

PADMASHREE (DR.) R. T. DOSHI DEGREE COLLEGE OF COMPUTER SCIENCE PLOT NO- 09, SECTOR-19, AIROLI, NAVI MUMBAI- 400708

NAAC RE-ACCREDITED 'A' GRADE (CGPA- 3.33) (2ND CYCLE)

(AFFILIATED TO UNIVERSITY OF MUMBAI)

CERTIFICATE

Awarded to Shreyanka Shetty (SYBAMMC) who successfully completed Certificate Course in 'Basic Grammar Level II' from 20th June to 25th June 2022 conducted by Department of BAMMC of JVM's Degree College, Airoli.

Samtes

Dr. Savitri Dholey BMM/BAMMC Coordinator,





Principal and Chairperson Dr. (Mrs.) Leena Sarkar