

# **FYBMM**

## **SEMESTER - I**

<b>Subject</b>	<b>Professor</b>	<b>Full time / Visiting Faculty</b>	<b>Qualifications</b>
Effective Communication I	Ms. Akila Bharat	Full-time	M.A., M.Phil.(Eng), S.E.T.
Fundamentals of Mass Communication	Ms. Akila Bharat	Full-time	M.A., M.Phil.(Eng), S.E.T.
Landmarks in 20th Century World History	Dr. Archana Mishra	Visiting	M.A., Ph.D.(Hist), N.E.T., S.E.T., Diploma in Journo.
Introduction to Computers	Ms. Asha Talapatra	In-house	M.A.(English), MBA (MIS & e-business)
Introduction to Sociology	Ms. Nandini Sardesai	Visiting	M.A., Ph.D. (Sociology)
Economics	Mr. Omkar Patki	In-house	B.A.(Economics), M.Cm.S., PGCBM (Marketing)

## **SEMESTER – II**

<b>Subject</b>	<b>Professor</b>	<b>Full time / Visiting Faculty</b>	<b>Qualifications</b>
Effective Communication - II	Ms. Akila Bharat	Full-time	M.A., M.Phil.(Eng), S.E.T.
Introduction to Psychology	Ms. Nidhi Tanawala	Visiting	M.A.(Psy), S.E.T.
Political Concepts and Indian Political System	Mr. Omkar Patki	In-house	B.A.(Economics), M.Cm.S., PGCBM (Marketing)

Principles of Management	Ms. Rakhi Sharma	In-house	B.Sc., M.B.A.(Finance)
Marketing & Management	Ms. Nisha Sikka	In-house	M.A., D.H.E
	Mr. Omkar Patki	In-house	B.A.(Economics), M.Cm.S., PGCBM (Marketing)
Introduction to English Literature	Ms. V.R. Balaporia	Visiting	M.A., M.Phil (English)
	Ms. Akila Bharat	Full-time	M.A., M.Phil.(Eng), S.E.T.

## **SYBMM**

### **SEMESTER – III**

<b>Subject</b>	<b>Professor</b>	<b>Full time / Visiting Faculty</b>	<b>Qualifications</b>
Understanding Cinema	Mr. Rohan Joshi	Visiting	B.M.M., M.A.(Journo)
Advanced Computers	Mr. Bumika Desai	Visiting	M.Com., P.G.Dip.(Marktg), P.G.Dip.(Advtg)
Introduction to Public Relations	Ms. Akila Bharat	Full-time	M.A., M.Phil.(Eng), S.E.T.
Introduction to Media Studies	Ms. Varalakshmi	Full-time	M.A., Ph.D.
Introduction to Culture Studies	Ms. Archana Mishra	Visiting	M.A., Ph.D.(Hist), N.E.T., S.E.T., Diploma in Journo.
Introduction to Creative	Ms. V.R. Baalaporia	Visiting	M.A., M.Phil (English)

Writing	Mr. Omkar Patki	In-house	B.A.(Economics), M.Cm.S., PGCBM (Marketing)
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### SEMESTER - IV

Subject	Professor	Full time / Visiting Faculty	Qualifications
Mass Media Research	Ms. Akila Bharat	Full-time	M.A., M.Phil.(Eng), S.E.T.
Organizational Behaviour	Ms. Akila Bharat	Full-time	M.A., M.Phil.(Eng), S.E.T.
Introduction to Journalism	Mr. Omkar Patki	In-house	B.A.(Economics), M.Cm.S., PGCBM (Marketing)
Radio and Television	Mr. Omkar Patki  Mr. Floyd Gracius	In-house  Visiting	B.A.(Economics), M.Cm.S., PGCBM (Marketing)  B.A., LL.B., Cert. Courses in sound recording & reproduction, announcing, dubbing broadcasting & compeering
Print Production and Photography	Mr. David D'Souza	Visiting	M.Sc.
Introduction to Advertising	Ms. Varalakshmi	Full-time	M.A., Ph.D.

## **TYBMM (ADVERTISING)**

### **SEMESTER - V**

<b>Subject</b>	<b>Teacher</b>	<b>Full time / Visiting Faculty</b>	<b>Qualifications</b>
Advertising in Contemporary Society	Dr. S. Varalakshmi	Full-time	M.A., Ph.D.
Copywriting	Mr. Haneef Lakdawala	Visiting	B.Sc. M.B.A (Marketing).
Media Planning and Buying	Dr. S. Varalakshmi	Full-time	M.A., Ph.D
Advertising Design	Ms. Aditee Vaidya	Visiting	B.F.A. (Applied Arts)
Consumer Behaviour	Ms. Meghna Thakur	Visiting	M.A. (Psychology)
Brand Building	Mr. Zaeem Mirsha	Visiting	B.M.M., PGCPAM, DMLM, DCL.

## **TYBMM (JOURNALISM)**

### **SEMESTER - V**

<b>Subject</b>	<b>Professor</b>	<b>Full time / Visiting Faculty</b>	<b>Qualifications</b>
Reporting	Ms. Priyanka Shetty	Visiting	B.M.M., Diploma (P.R)
Editing	Ms. Vrunda Moghe Dev	Visiting	B.A., Diploma (Mass Comm)
Feature and Opinion	Mr. V. Gangadhar	Visiting	M.A. (English)
Journalism and Public	Dr. S. Varalakshmi	Full-time	M.A., Ph. D.

Opinion			
Indian Regional Journalism	Mr. Omkar Patki	In-house	B.A.(Economics), M.Cm.S., PGCBM (Marketing)
Niche and Magazine Journalism I	Dr. S. Varalakshmi	Full-time	M.A., Ph.D.

## **TYBMM (ADVERTISING)**

### **SEMESTER - VI**

<b>Subject</b>	<b>Professor</b>	<b>Full time / Visiting Faculty</b>	<b>Qualifications</b>
Advertising and Marketing Research	Dr. S. Varalakshmi	Full-time	M.A., Ph. D.
Principles of Direct Marketing	Ms. Gita Sashidharan	Visiting	M.A., P.G.Diplomo(Ad & PR)
Agency Management	Mr. Haneef Lakdawala	Visiting	B.Sc. M.B.A (Marketing).
Financial Management for Advertising and Marketing	Mr. Omkar Patki  Mr. Dhaval Gandhi	In-house  Visiting	B.A.(Economics), M.Cm.S., PGCBM (Marketing)  B.Com., M.M.S. (Finance)
Legal Environment and Advertising Ethics	Ms. Periyanyaki	Visiting	M.B.A.
Contemporary Issues	Ms. Nandini Sardesai	Visiting	M.A., Ph.D. (Sociology)

# **TYBMM (JOURNALISM)**

## **SEMESTER - VI**

<b>Subject</b>	<b>Professor</b>	<b>Full time / Visiting Faculty</b>	<b>Qualifications</b>
Press Laws and Ethics	Mr. V. Gangadhar	Visiting	M.A. (English)
Broadcast Journalism	Mr. Omkar Patki  Mr. Floyd Gracias	Full-time  Visiting	B.A.(Economics), M.Cm.S., PGCBM (Marketing)  B.A., LL.B., Cert. Courses in sound recording & reproduction, announcing, dubbing broadcasting & compeering
Business & Magazine Journalism	Mr. V. Gangadhar  Mr. Omkar Patki	Visiting  Full-time	M.A. (English)  B.A.(Economics), M.Cm.S., PGCBM (Marketing)
Internet and Issues in Global Media	Dr. S. Varalakshmi	Full-time	M.A., Ph.D.
News Media Management	Ms. Manjula Srinivas	Visiting	M.A., M.Phil.
Contemporary Issues	Ms. Nandini Sardesai	Visiting	M.A., Ph.D. (Sociology)

