



ST. XAVIER'S COLLEGE

(AUTONOMOUS)

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INDIA.

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DEPARTMENT OF MASS MEDIA
ACTION TAKEN REPORT IMPLEMENTED
IN THE SEMESTER JULY 2020-DECEMBER 2020

COURSE CODE	COURSE TITLE	STUDENT FEEDBACK	ACTION TAKEN
ABMM0301	Application of Economics	To make the course more media application and less theoretical	Given the nature of online lectures, more emphasis on case studies and contemporary issues in each subject was stressed.
AMM0302	Introduction to Cultural Studies	Discuss relevance of the theories and their applications	
AMM0303	Introduction to Marketing Concepts	Phasing of the the continuous assessment to aid grasping concepts better	
AMM0304	Introduction to Management Environment	More interaction on the concepts with case studies	
AMM0305	Introduction to Journalism	More discussions in contemporary events	
AMM0306:	FRA	Diversity of films discussed to be more	Films from world cinema were included
ABMM0501	IM&ACS	More case study discussions	Appropriate case studies were introduced. Experts from the Industry were invited to share the contemporary developments
ABMM0502	Media Law	More contemporary examples	
ABMM0503	Consumer Behavior	More case study discussions	
ABMM0504	Intro to Financial Markets	Increased interactions	Engagements continued
ABMM0505	Contemporary Issues	More discussions in contemporary events	More cases were introduced
ABMM0506	Copywriting	More practical sessions	Feedback on campaigns were stressed
ABMM0507	Reporting	More interactions and discussions	More discussions were initiated and peer learning introduced.
ABMM0508	Editing	More interactions and discussions	
ABMM0509	Feature and Opinion	More discussions in contemporary events	An Industry expert conducted the sessions
ABMM0510	Journalism and Public Opinion	More discussions in contemporary events	More cases were introduced.

Periyanayagi

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Head of Department



Principal

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