



**Prahladrai Dalmia Lions College of Commerce & Economics**  
**Sunder Nagar, Malad (W), Mumbai-400 064.**  
**ISO 9001:2015 Certified**

**NOTICE**

All the third year BMM students are hereby informed that the B.A.(M.M.C) program in association with Yangpoo Executive Education is organizing a webinar to New Age Media Careers for BMM Graduates.

Following topics will be covered

- Personalized Career Counseling sessions-
- Address students on Various Career Opportunities about Weschool Media & Entertainment program

Date: 30th March 2021

Time: 12:00 p.m.

Venue: Zoom Platform

Prof. Bhavana Singh

B.A.(M.M.C) Coordinator

Prof. Subhashini Naikar

Vice Principal (SFC)

Dr. Kiran Mane

I/C Principal

DI/N-STD/GEN/00



REPORT OF NEW AGE MEDIA & ENTERTAINMENT CAREERS & COURCES.

PRAHLADRAI DALMIA LIONS COLLEGE OF COMMERCE

DATE:- 30<sup>th</sup> March, 2021.

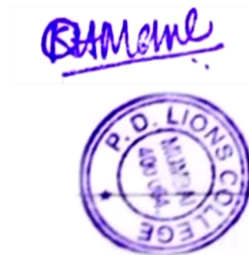
TIME:- 12:00 AM

The B. M. M. department of P. D. Lions college had organized a bridge course where the students were being guided for the future. Prof. Dr.Samir karkhanis (yangpoo education) gave a lecture on how the industry works and what are the benefits of doing advertising. He gave information about how ad agencies work from idea to execution, how important art direction and ad design is in the process. He further explained how advertising affects modern society and culture. Other factors like jobs, etc were also very well explained by her. Then he also covered topics like future plans, etc. he made the students understand that art direction and ad design can be used in a variety of fields like film production, TV ads, print production, magazines, brochures, etc. A brief description was given about how the market works when it comes to trends and pop culture. He also answered students' questions related to internship, post graduation, diploma, the scope of advertising, fields of advertising and also types of jobs in advertising. Sir also shared some of her experience in ad agencies. The session was very informative and helpful for the students. Few students also asked doubts which made the session interactive.

By:-

Anibrata Mitra

(T.Y. B. M. M. Advertising)





# Prahladrai Dalmia Lions College of Commerce & Economics

Sunder Nagar, Malad (West), Mumbai, 400 064

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IQACdoc -1

## TEACHER'S ACTIVITY REPORT INDEX SHEET 2020-21.

Programme: BCom / BMS/BAF/BIM/BIM/ BScIT / BBI/ BMM/ MCom: B.A.(M.M.C)

DEPARTMENT/ COMMITTEE: B.A.(M.M.C)

IQAC Document No:

**NAME OF THE ACTIVITY:** Career Counselling Webinar on Virtual trip to sound studio and discussion on careers in sound design'.

DATE	Name of Program	DEPARTMENT/COMMITTEE	Name of COORDINATOR of Activity
30.3.21		B.A.(M.M.C)	Prof. Bhavana Singh
TIME	VENUE	NUMBER OF PARTICIPANTS	NATURE: Outdoor/Indoor
12:00 to 1:00	Zoom Platform	15 students	Indoor
SUPPORT/ASSISTANCE:			

BRIEF INFORMATION ABOUT THE ACTIVITY (CRITERION NO. ): \_\_\_\_\_

TOPIC/SUBJECT OF THE ACTIVITY	<b>TYBMM Bridge Course</b>
OBJECTIVES	<b>1. To give in detail knowledge about various career courses in Media</b>
METHODOLOGY	Seminar / Webinar/ Film Review / Visit / practical work / conference / <b>Lecture/</b>
OUTCOMES	1. Better understanding of the students

**PROOFS & DOCUMENTS ATTACHED (Tick mark the proofs attached):**

Notice & Letters	Student list of participation	Activity report	Photos	Feedback form
<b>Feedback analysis</b>	News clip with details	Certificate	Receipts	Any other

IQAC Document No:	Criterion No:	Metric No:
Departmental file no:	IQAC file No:	

NAME OF TEACHER & SIGNATURE	NAME OF HEAD/ COMMITTEE INCHARGE & SIGNATURE	IQAC COORDINATOR (SEAL & SIGNATURE)
Prof. Bhavana Singh 	Prof. Bhavana Singh B.A.(M.M.C) Coordinator 	Prof. Emelia Noronha 

For Reference





# Prahladrai Dalmia Lions College of Commerce & Economics

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## IQACdoc -1

Criterion I	Curricular Aspects (planning &Implementation)	Criterion V	Student Support & Progression
Criterion II	Teaching Learning & Evaluation	Criterion VI	Governance
Criterion III	Research, Innovations & Extension	Criterion VII	Institutional Values & Best Practices
Criterion IV	Learning Resources and Infrastructure		

DI/R-TAI/Gen/00

*B. M. Mehta*





## Prahladrai Dalmia Lions College of Commerce & Economics

Sunder Nagar, Malad (West), Mumbai, 400 064

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### Activity Report – Detailed – 2020-21

Date : 30.3.21	Name of Activity : <b>Career Counselling Webinar</b>	
Prog:	Dept/ Committee: <b>B.A.(M.M.C)</b>	No of participants: 15 students

### Detailed Activity Report for the year 20 -21

#### Objectives / Need / Context of organizing the activity:

To give in detail knowledge about various career courses in Media

#### Methodology / Procedure / Practice followed while conducting the activity: lecture

#### Names of Resource persons / Speakers with their designations and affiliations (if invited):

#### Outcome/ Result / Effect of the activity:

Better understanding of the students

**Analysis of Feedback of the activity:** The feedback was good from all the students.

#### Details of the organizing committee:

Prof. Bhavana Singh (BAMMC Coordinator)

Prof. Minu Paul (Core Faculty)

#### Words of appreciation / recognition regarding contribution to the organization of the activity:



DI/R-AD/Gen/00

Name of Coordinator/ Convener / Organizer of Activity : Prof. Bhavana Singh

Signature :

Date: 08.12.2020



## Prahladrai Dalmia Lions College of Commerce & Economics

Sunder Nagar, Malad (West), Mumbai, 400 064

ISO 9001: 2015 Certified

### Activity Report – Detailed – 2020-21

Date : 30.3.21	Name of Activity : <b>Career Counselling Webinar</b>	
Prog:	Dept/ Committee: <b>B.A.(M.M.C)</b>	No of participants: 15 students

*Bhavana Singh*



DI/R-AD/Gen/00

Name of Coordinator/ Convener / Organizer of Activity : Prof. Bhavana Singh

Signature :  
Date: 08.12.2020

Name of the Teacher :-

Subject :- New Age Career In Media

DATE :-

30-3

TIME :-

pm to 1 pm

CLASS ROOM :-

ZOOM

ROLL NO.	NAME
A - 3001	ALMEIDA CRAIG PETER VANITA
A - 3002	ANTHONY ROXANNE SAMSON ALMA
A - 3003	BHUVA DEV SHAIKESH JIGNA
A - 3004	BOHARA TAMANNA KANHAIYALAL M.
A - 3005	CHODANKAR ADITI AODHOOT POONAM
A - 3006	CHOKIYA SHAHIN KADAR HAMIDA
A - 3007	DALVI JIGNESH SURENDRA SNEHA
A - 3008	DESAI VEDANT AJAY DEEPA
A - 3009	DHARMADHIKARI NEHA B
A - 3010	FERNANDES AGNEL RONALD LUCY
A - 3011	FERNANDES BRYAN MICHAEL JULIANA
A - 3012	GANDHI VIRAJ RAKESH KETKI
A - 3013	SHIBIN GEEVARUGHESE
A - 3014	GUPTA HARSH PREMCHAND SAVITRI DEVI
A - 3015	HATLE VEENA NAMDEO NEHA
A - 3016	JAIN MAYUR DURGESH VIMLA
A - 3017	JHA ANKITA SUMANKUMAR RUBY
A - 3018	JHA SNEHA SANTOSH NEELAM
A - 3019	KAKLOTAR NEEL HARESH NAYNA
A - 3020	KAROTIYA NIKITA RAJESH SAVITA
A - 3021	KHIRODWALA DEEPAK A
A - 3022	KOKARE DHRUVIKA SUJIT SHWETA
A - 3023	KOKATE SHREYA SHRIKRISHNA RADHIKA

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A - 3024	LOBO DELINA KAITAN ASSUMPTINA	2
A - 3025	MAHADIK ANKITA SANTOSH SHRADDHA	0
A - 3026	MANJREKAR RAHUL ASHOK MALTI	0
A - 3027	MAURYA PRIYANKA MAHENDRA N	2
A - 3028	MENDES LOURDES ANIL CEMY	2
A - 3029	MISHRA HARDIK VIRESH JYOTI	0
A - 3030	MITRA ANIBRATA DEBABRATA A	2
A - 3031	GAVANKAR MOHIT AMOL SONIA	2
A - 3032	MONTEIRO NIGEL RONALD ROSHNI	2
A - 3033	MORE SAURABH NANABHAU SAPNA	0
A - 3034	DIVECHA NAITIK MAHESH	0
A - 3035	PANDEY ABHISHEK RAMSHEKHAR	2
A - 3036	RANKA SANDESH SURESH REKHA	0
A - 3037	RATHOD ABHAY RAJESH	0
A - 3038	RATHOD SIDDARTH BABULAL KUSUM	0
A - 3039	BHADORIA RUDRA PRATAP RAJESH N	0
A - 3040	SAROJ PRAMOD MANISHYAM VIDYADEVI	0
A - 3041	SHAIKH AASHIYA ARFAN NASREEN	0
A - 3042	SHAIKH SABA MOHDYUNUS SARVARI	0
A - 3043	SHEDGE KAJAL KAMLAKAR SHOBHA	0
A - 3044	SHETTY ANJALI SATISH SUCHITA	0
A - 3045	CHVNA SHREYA SUNIL PRIYANKA	2
A - 3046	SINGHVI LEENA MANOJ SEEMA	0
A - 3047	SISAWALA AZIZ MOHAMMED RASHIDA	0
A - 3048	SUVARNA NIDHI GOPAL VIJAYA	2
A - 3049	SHAIKH TABASSUM YUSUF FARIDA	0
A - 3050	VAISHNAV YUKTA NARESH VARSHA	0
A - 3051	VAYANGANKAR SARVESH NARENDRA P	2
A - 3052	VICHHI MIHIR HARESH MEENABEN	0
A - 3053	VISHWAKARMA RITESH SUBHASH	0
A - 3054	WAGHELA APEKSHA MAHENDRA RASILA	0
A - 3055	NEMANI YASH KISHORE SMRITI	0

*BAMone*





A - 3056	PATHAK PRATIK ANIL SHEELA	0
A - 3057	PANDEY VIJAY RAMESH RENU	0
A - 3058	YADAV ADITYA DHARMARAJ URMILA	0
A - 3059	MORE ADVAIT JAGAN	0
A - 3060	VISHWAKARMA CHANDAN PREMCHAND	2
B - 3061	BHANAKA VISHNU MURARI MANISHA	0
B - 3062	KAWA HINITH RATILAL DAKSHA	2
B - 3063	VARMA VRUSHALI VISHAL ANMOL	0
B - 3064	BHANUSHALI RUSHABH PARESH K	2
B - 3065	SINGH SIDDHANT RAJESH SUNITA	0
B - 3066	TIYAN JANVI VENUGOPAL RINA	0
B - 3067	AMIN MEGHA NAVIN MALATHI	0
B - 3068	PATEL ANJALI JAYPRAKASH ANITA	0
B - 3069	SARAF YOGESH SURESH	0
B - 3070	PATIL OMKAR BHARATKUMAR	0
B - 3071	ACHARYA SHALI VIJAY JAYSHREE	0
B - 3072	VISHWAKARMA AANCHAL GANESH C	0
B - 3073	GUPTA ANGAD SHYAMSUNDER KIRAN	0
B - 3074	MORE SUMEET SUDHAKAR SUPRIYA	0
B - 3075	PUROHIT RITIKA BABUSINGH MANJU	0
B - 3076	YADAV SURAJKUMAR RAMKEWAL	0
B - 3077	TAJHYA SUDARSHAN RAM LAXMI	0
B - 3078	THETE ANUKUL RAJESH PRANITA	0
B - 3079	GADANI RAVI	0
B - 3080	SHARMA VISHAL ANIL BABY	0
B - 3081	JANGIR ANKIT PAWAN KUMAR SARITA	0

TOTAL

Present

Absent

15

62

*B. M. Mehta*



COLLEGE OF COMMERCE & ECONOMICS

1<sup>ST</sup> YEAR ATTENDANCE

SEMESTER: 2020-2021

1<sup>ST</sup> LECTURE

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Waiver

# Feedback Analysis of Career Counseling webinar for TYBMM students

Topic: New age media careers for BMM Graduates

March 30, 2020

## Overview

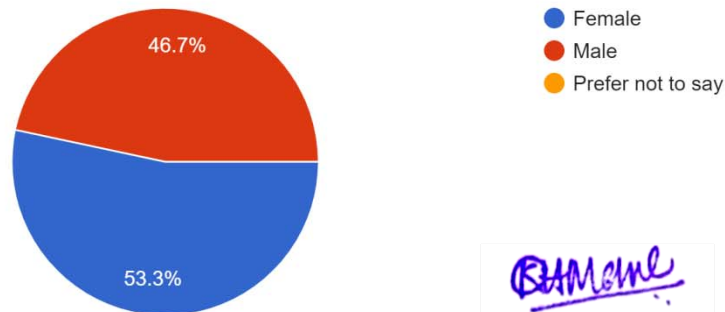
Prahladrai Dalmia Lions College of Commerce and Economics, Self Financed Courses (B.A.(M.M.C)) in association with Yanpoo Executive Education has organized a webinar on the subject of New age media careers for BMM Graduates for Third Year students.

Resource Person: Dr. Samir Karkhanis

## Feedback Analysis:

There were a total of 15 students who attended the webinar.

Gender  
15 responses



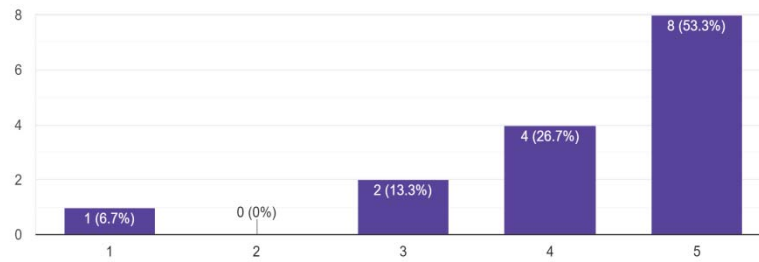
*BAMone*



In total there were 7 males and 8 females.

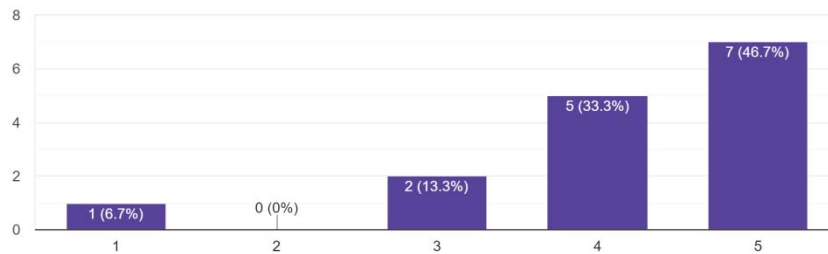
Please rate the overall satisfaction with the event

15 responses



Rate the effectiveness of the event.

15 responses



The participants were satisfied with the content of the webinar on the following terms:

- The participants strongly agreed that the session delivered the information they expected to receive.
- The subject matter was presented effectively by the speaker.

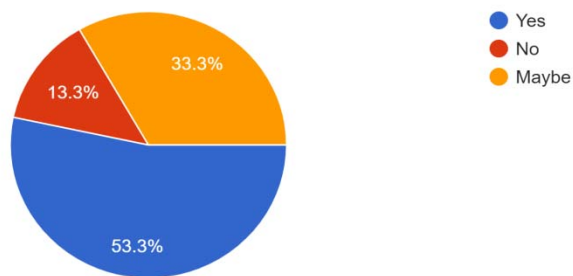
*BAMone*



3

- The participants were satisfied by the material and examples of the lecturer.
- The participants agreed that they gained new knowledge through this session
- The participants agreed that they will surely plan to apply what they learned in this session.

Will you be interested in more such events in the future?  
15 responses



All the participants who attended the webinar were of the opinion that it turned out to be helpful for them. Also most of them said that they will recommend using this faculty again in the future.

*BAMONE*






# CHOOSE A FIERY CAREER

In 11 months, you will have  
a career of your choice in the  
world of Media and Entertainment!



## RED HOT CAREERS

 Advertising  
& PR

 Television  
Print &  
Radio

 Media  
Budgeting &  
Financing

 Marketing  
& Brand  
Management

 Digital &  
Social Media

 Film  
Marketing  
& Distribution

 Integrated  
Marketing  
Communication

 Celebrity  
& Sports  
Marketing

## ADMISSIONS OPEN

for Post Graduate Program in Media & Entertainment

(11 MONTH FULL-TIME)

# About WeSchool

Established in 1977, Prin. L. N. Welingkar Institute of Management Development & Research, now known as WeSchool, features amongst the leading B-Schools in India and is a part of S. P. Mandali, Pune with two sprawling campuses in Mumbai and Bengaluru. WeSchool is amongst the multiple quality Institutes governed and run by the prestigious S. P. Mandali, Pune all across Maharashtra and Karnataka.

## **The B-School to be in**

The Welingkar ecosystem nurtures new ideas and enterprises where cutting-edge global conversations begin and evolve. Unconventional is in the DNA here. State-of-the-art facilities like Innovation and Leadership Labs form an indispensable part of teaching methodology, along with numerous other new-age learning tools.

Every year, WeSchool draws students from diverse cultural, personal and professional backgrounds who are exposed to our transformative and inventive curriculum, which combines revolutionary business research with active-application based course-work, with a strong-rooted emphasis on collaborative learning. This makes WeSchool, 'The B-School' to be in, imparting education that lasts, and evolves over a lifetime.

With cutting-edge pedagogy, multi-disciplinary innovative programs, robust industry interface and alumni networks, coupled with mentoring from outstanding Faculty & Industry Experts at WeSchool's thriving campus, YOU are poised to transform into competent, future-ready Managers and Global Citizen Leaders.

We are located in Mumbai, known as the capital of the communication world, right in the heart of film & advertising industry.



Mumbai Campus

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# Admissions Open for Post Graduate Program in Media & Entertainment (11 MONTH FULL-TIME)

## Unique features

- Interactive classroom sessions, case studies, guest lectures, projects and workshops form integral parts of the program
- 9 months classroom training includes a strong bend of theory and projects
- Guidance from the Advisory Board and mentoring from the industry experts form an important part of the learning

## Program duration

11 month full-time program inclusive of 9 months of classroom-based training and 2 months of Capstone Project in media trends, with the industry.

**How to apply:** Apply online at [www.welingkar.org/mediaandentertainment](http://www.welingkar.org/mediaandentertainment)

## Career opportunities on completion of the Program

- Advertising, PR & Digital Media companies
- Film Production and Promotion companies
- Television, Print and Radio companies
- Product & Brand Management companies
- Celebrity and Sports Management companies
- Event and Entertainment companies
- Integrated Marketing Communication companies

## Who should Apply

Graduates from any stream with minimum 50% can apply. Final year graduation students awaiting results may also apply.

## Investment

Tutions fees\* are Rs.4 lakh + GST for 11 Months. EMI facility available via Education Finance Companies as per their terms & conditions.

\*Subject to change

## Our alumni work at:



And more...

# Curriculum

## TRIMESTER I

- Marketing Management
- Media Research
- Public Relations
- Art, Culture and Entertainment
- Film Appreciation
- Media and Entertainment
- Applications and Practices
- Advertising Management
- Event Management
- HR in Media

### Marketing Management

- Consumer Behavior
- Management Skills
- Market Research
- The Brand - Product & Corporate Branding
- Public Relations
- Direct Marketing
- Creative Development Process
- Advertising Development Process
- Advertising Strategy
- Integrated Marketing Communication

### Media Research

- Introduction to Research Concepts
- Steps in conducting Research
- Application of Research in Mass Media
- Content Analysis - Definition and uses, steps, limitations
- Research in Print Media
- Research in Advertising
- Research in Public Relations

- Mass media Research and the Internet
- Research in Media Effect

### Public Relations

- P. R. Concepts, Structures & Practice
- The Mass Media Industry
- The P. R. Campaign / Strategic P. R.
- Effective Business Communication
- P. R. & Media Relations
- Integrated Communication
- Corporate Branding
- Law & Media Studies

### Art, Culture and Entertainment

- Evolution and need to study cultural studies
- Concept of 'Culture': examining definitions and theories of culture
- Popular and Mass Culture
- Culture and Conditioning
- Construction of Culture
- Globalization
- Studying Representation in Cultural
- Expressions and Artifacts
- Media and Culture
- Memetics

### Film Appreciation

- Film - An Introduction
  - Masters of Film Marketing
  - Music in cinema
  - Cinematography- an introduction
  - Locations, Sets, Art Direction
  - History of Indian cinema
  - Master vs Other film makers
-

- One complete Film Appreciation
- Women in film

#### **Media and Entertainment Applications and Practices**

- Introduction about Television & CNN - IBN Projects
- Shows Format & Schedule
- Live projects
- TV formats
- CSR
- Movie marketing

#### **Advertising Management**

- Marketing, 4 P's, Advertising AIDA Model, DIAGMAR, Sales Promotion
- Brand Identity,
- Brand Equity, Branding
- Customer based Brand Equity, Brand Extension, Brand Promise, BRANZ Model, Positioning
- Types of Ad, Techniques & Appeals of Advertisements
- Advertising Agencies
- Strategic Marketing Planning
- Consumer Behaviour
- Target Market, Positioning

#### **Event Management**

- Introduction to Event Management
- Functions of an Event Manager
- Event Budget
- Planning & Marketing Events
- Leisure Events
- Cultural Events
- Personal Events
- Organizational Events
- Use of Technology in Event Management

#### **HR in Media**

- Introduction to HRM in the media Industry
- Workforce Planning
- Recruitment
- Induction, Orientation and Onboarding
- Skills Management
- Training and Development
- Personnel Administration

#### **TRIMESTER II**

- OTT and New Media Marketing
- Digital and Social Media
- Content for Media
- Media Laws
- Script Writing and Direction
- Film Marketing
- Direct Marketing
- Media and Consumer Buying
- Celebrity Management

#### **OTT and New Media Marketing**

- Introduction to Digital and Platforms
- Social Effects of Youth Marketing
- OTT business overview
- How Videos Go Viral
- Social Media Marketing and E commerce
- Businesses and Brands on Digital
- Advertising on YouTube, Google, Social Media

#### **Digital and Social Media**

Introduction to Digital Marketing, Introduction & Purpose of Social Media, Managing Social Media, Building Social Authority and Vanity, Brand Monitoring

### Content for Media

- Various genres of TV Content – soap operas, thrillers, comedy
- Sitcoms, Talk shows, etc.
- Commercial viability of subjects and concepts
- Writing, presenting and recording of PTCs
- News business
- Packaging, Production

### Media Laws

Legal Environment, Self - Regulation, Ethics and the Law, Laws that affect Media in India, Media Ethics, Business Laws for Media, Unfair Trade Practices and the Competition Act, Consumer Rights and Laws, Media and Society, ASCI, IPR, Copywriting, Patents, Trademarks, Corporate Governance

### Script Writing and Direction

Introduction of Script Writing, Fiction and Non Fiction, Three Act Structure, Introduction of Characters, Type of Characters, Importance of Plot, How to give twist with the consent of plot, Format of Script Writing, Styles of Direction and Genres, Contribution of Auteur Theory, Introduction of Documentary, Importance of Research for Documentary Script, Primary Research, Secondary Research, Shot Breakdown for Direction

### Film Marketing

Social media and Impact on Film Business, Classical movie marketing, 21st Century movie marketing, Landmark Case Studies, Product Placement, Challenges & Laminations of Film Marketing,

### Direct Marketing

Introduction to Direct Marketing, Essentials & Limitations of Direct Marketing, Database Marketing, Method of Direct Marketing and Direct Marketing Campaign, Measurement & Control of DM Campaign, Applications of DM

### Media and Consumer Buying

Consumer Information Search, Information Evaluation, Purchase Decision, Post Purchase Decision, Internal and External Influence

### Celebrity Management

- The Celebrity Culture and the Media
- Talent Management
- Branding and Sponsorships
- Endorsement Perspective
- Image Consultancy
- Public Relations for Celebrity
- Celebrity Life Cycle
- Celebrity Mapping ( Positioning Index )

### TRIMESTER III

- Rural Media
- Radio
- Media Budgeting and Finance
- Campaign Planning
- Advertising Sales
- Media Planning and Buying
- Film Exhibition and Distribution
- Sports Management
- Capstone Project

#### Rural Media

- Introduction to Rural Media
- Evaluation of Media in Rural
- Folk & Conventional modes of communication
- Unconventional modes of communication
- Landmark innovations in Rural Media - Case Studies
- Future of Rural Media
- Rural Public Relation Study of the company called Rural Relation

#### Radio

- Radio Introduction
- AM and FM broadcasting
- Writing and Recording of Voice-overs
- Packaging and Production in Radio
- Radio Programming
- How to Produce a Radio Show
- Radio Campaign

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“A contemporary syllabus that gives you an edge in the media and entertainment industry”

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Now in its  
8th year!

### Media Budgeting and Finance

- Introduction to Media Finance
- Long Term Finance sources of long term finance
- Short Term Finance
- Financial Statements
- Media Costs
- Introduction to Accounting and the Media industry
- Break-even Analysis for Assessments of Financial Viability
- Risk Profile
- Film Insurance
- Measuring output in Monetary terms

### Campaign Planning

- Understanding i) Marketing plan, ii) Advertising Plan, iii) Communication & Advertising
- How Advertising works
- Elements of Advertising
- Advertising Recommendation
- Media / Sales Promotion recommendation
- Types of Research
- Advertising Research Plan
- Advertising Strategy Research
- Advertising Execution
- Strategy Development: 5 basic approach
- Determining / Establishing Advertising Objective
- Defining Advertising Goals
- Developing Creative Strategy
- How to develop the Big Idea

### Advertising Sales

- Introduction to Media Sales
- Media Sales Process (Part I, II)
- How to win a Campaign
- Negotiation Techniques

### Media Planning and Buying

- Introduction to Media Planning
- Steps to Media Planning
- Media vehicles and their types
- The Media Brief
- Media Analysis of Television and Newspaper
- Media Plan - Making a Media Plan
- New Rural Media - New promotional methods
- Drafting Media and Creative Strategy
- Media Buying Process
- The Media Clutter
- Choosing among major media types

### Film Exhibition and Distribution

- M&E industry and macro segment dynamics
- Film Entertainment Content - Bollywood v/s Hollywood Revenues
- Value Chain & Revenue Streams for film content
- Theatrical Bus. Models & Revenue Calculation exercise
- Home video Distribution
  - a) Music Industry,
  - b) Cable & Satellite Rights,
  - c) Embedded Advertising,
  - d) Film Financing,
  - e) PLC for movie content,
  - f) Overseas Distribution

### Sports Management

- Media in Sports
- Sports Industry overview
- Sports Education
- Team Management
- Sponsorship & Endorsement
- Proposal and Sales
- Sport Nutrition and First Aid
- Sports Journalism



**Raisa Ghosh**

PR & Communications  
Yash Raj Films



**Mihir Samant**

Media Planning Manager  
Plan First



**Ankul Shilotri**

Lead - Cricket Operations  
Delhi Capitals



# Events at WeSchool



Presents  
**A Wesmarniya**  
Video Making Competition

we school  
Welingkar Education



presents  
weBizFest'20

WEDVAAN  
**THE FUTURE OF FILM MAKING**  
CONDUCTED BY - MR. OM RAUT  
DIRECTOR OF MAGNUM OPUS  
TANHAJI - THE UNSUNG WARRIOR

Powered By



Awarded as the 'Best Performing Institution Innovation Council of West Zone' by MHRD, Innovation Cell (MIC) in coordination with All India Council for Technical Education (AICTE)



WeSchool ranks 68th nationally among the Management Institutes as per National Institutional Ranking Framework (NIRF) list of 2020

For Program Counselling or to know more,  
call on 1800-123-500041 or email at [pgppmedia@welingkarmail.org](mailto:pgppmedia@welingkarmail.org)

[www.welingkar.org/mediaandentertainment](http://www.welingkar.org/mediaandentertainment)

CAREER COUNSELLING AND ADMISSION ASSISTANCE BY



#StayRelevant

S. P. Mandali's Prin. L. N. Welingkar Institute of Management Development & Research  
L. N. Road, Matunga (C. Rly.), Mumbai 400019.





# Prahladrai Dalmia Lions College of Commerce & Economics

ISO 9001:2015 Certified

Ref. No.: PDLCL/MOC/2085

Date: 25<sup>th</sup> March 2021

This document constitutes a Memorandum of Understanding (MoU) between "Yangpoo Executive Education" and Prahladrai Dalmia Lions College of Commerce & Economics.

## Background:

Yangpoo Executive Education is conducting a webinar on various career options about Weschool Media & Entertainment program for the final year BMM students.

In this connection, Yangpoo Executive Education intends to be associated and work closely with Prahladrai Dalmia Lions College, Malad to conduct the career counselling webinar on Tuesday, 30th March 2021 at 12 pm.

Based on the above, this MOU lays out immediate next steps to be taken by both parties.

## WeSchool agrees –

1. To host a 45 minutes webinar as we will address students on various career options about Weschool Media & Entertainment programs.
2. To solve career queries of BMM students.
3. To provide one-on-one counseling to students via telephonic.
4. If any of the college Students who enroll for the program and take admission at Welingkar Institute, Yangpoo Executive Education will pay the college Rs 10,000/- per candidate.
5. Enrollment reports of students will be provided to the college once admission commences.

## Prahladrai Dalmia Lions College agrees –

1. Permit Online sessions to be conducted via Zoom or any application deemed appropriate.
2. Providing student information for any support (student engagement) related to this program.
3. Providing promotional banners on college social media platforms.
4. This MOU is neither a contract, nor is it legally binding in any way, nor does it commit any financial expenditure from or for either party.

Signed:

Name: Dr. Samir N. Karkhanis  
CEO,  
Yangpoo Executive Education  
25/03 /2021

Name: Dr. Kiran Mane  
Principal,  
Prahladrai Dalmia Lions College  
25/03 /2021

