

# University of Mumbai

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URGENT / BY HAND

Aff./Recog./ 2784 of 2000.

Mumbai : 400 032.

9th June 2000

The Principal,  
Dyansadhana College,  
Thane - 400 604.

Sub : Permission to start the newly introduced Bachelor of Mass Media (BMM) degree course from the academic year 2000-2001.

Sir/~~Madam~~,

With reference to your letter/application on the subject mentioned above I am directed to inform you that you have been granted the permission to start the BMM degree course permanently on No Grant Basis with intake of 60 students from the academic year 2000-2001.

I am further to inform you that the Government of Maharashtra vide its letter No.MU-1000/New Course/(144/99)/M.S.-3 dated 5th June, 2000 has also accorded its approval for starting the above course. However, the Government, while according its approval, stated that it should be made clear to the colleges that this course can be started on No Grant Basis and that the Government will not sanction any grant either for starting the BMM course or in future. Kindly take a note of this.

I am directed to inform you that you can admit the students for this course directly by following your own selection procedure which may contain written examination, group discussion and personal interview etc.

I am enclosing herewith a copy of Circular No.UG 15 dated 10th January 2000 and also a copy of detailed syllabus of the BMM course for your information and taking necessary action. The implementation of the Circular No. UG 15 dated 10th January, 2000 should be made in its entirety. You are requested to submit your proposal for starting the B.M.M. course for being forwarded to the Jt. Director, Higher Education, Mumbai Division in the prescribed Form as already intimated to you earlier.

Thanking you,



Yours faithfully, **PRINCIPAL**

Satish Pradhan, Dyansadhana College  
Thane (Arts, Science & Commerce)

# University of Mumbai



No. UG/142 of 2019-20

## CIRCULAR:-

Attention of the Principals of the Affiliated Colleges, the Head University Departments and Directors of the recognized Institutions in Humanities Faculty is invited to this office Circular No. 251 of 2003, dated 16<sup>th</sup> June, 2003 relating to Bachelor of Mass Media (B.M.M.) degree course.

They are hereby informed that the recommendations made by the Ad-hoc Board of Studies in Mass Media at its meeting held on 26<sup>th</sup> April, 2019 have been accepted by the Academic Council at its meeting held on 10<sup>th</sup> May, 2019 (vide item No. 4.20) and subsequently approved by the Management Council at its meeting held on 13<sup>th</sup> September, 2019 (vide item No. 14) and that in accordance therewith, in exercise of the powers conferred upon the Management Council under Section 74(4) of the Maharashtra Public Universities Act, 2016 (Mah. Act No. VI of 2017) and the amended Ordinance 5205 relating to change the nomenclature of course of Bachelor of Mass Media to B.A. in Multimedia and Mass Communication B.A. (M.M.C.) and also the revised syllabus as per the (CBCS) for B. A. in Multimedia and Mass Communication B.A. (M.M.C.) in Sem I and II, has been brought into force with effect from the academic year 2019-20, accordingly. (The same is available on the University's website [www.mu.ac.in](http://www.mu.ac.in))

MUMBAI - 400 032

15<sup>th</sup> November, 2019

To,

The Principals of the affiliated Colleges and Directors of the recognized Institutions in Faculty of Humanities. (Circular No. UG/334 of 2017-18 dated 9<sup>th</sup> January, 2018.)

A.C/4.20/10/05/2019

M.C/14/13/09/2019

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No. UG/142 -A of 2019

MUMBAI-400 032

15<sup>th</sup> November, 2019

Copy forwarded with Compliments for information to:-

- 1) The I/c Dean, Faculty of Humanities,
- 2) The Chairman, Ad-hoc Board of Studies in Mass Media
- 3) The Director, Board of Examinations and Evaluation,
- 4) The Director, Board of Students Development
- 5) The Co-ordinator, University Computerization Centre,

(Dr. Vinod P. Patil)  
I/c REGISTRAR