

**DEPARTMENT OF HOTEL MANAGEMENT & CATERING
TECHNOLOGY**

Semester 5	USCA 502	Advanced Culinary Arts- Indian
	USCA 503	Food Styling & Presentation
	USCA 504	Advanced Pastry Arts
	USCA 505	Event Planning & Management
	USCA 506	Food Legislation
	USCA 507	Organizational Development & Behaviour
	USCA 508	Hospitality Services Marketing
	USCA 509	Personality Development
	USCA 510	Indian Culture & Traditions
Semester 6	USCA 601	Experimental and Innovative Cuisine
	USCA 602	Advanced Culinary Arts
	USCA 603	Advanced Culinary Arts - Indian
	USCA 604	Advanced Culinary Arts - international
	USCA 605	Chocolaterie
	USCA 606	Project Research (Culinary Based)
	USCA 607	Kitchen Facilities Planning and Environmental Consciousness
	USCA 608	Entrepreneurship and Restaurant Startup
	USCA 609	Food Tourism
	USCA 610	Executive Soft Skills

Principal Sign:




DEPARTMENT OF DATA SCIENCE

	Semester V
USDS501	Artificial Intelligence
USDS5P1	Artificial Intelligence Practical
USDS502	Business Research Methods
USDS5P2	Business Research Methods Practical
USDS503	Data Mining
USDS5P3	Data Mining Practical
USDS504	Campus to Corporate
USDS5P4	Project Dissertation
	Elective1(Select Anyone of the following)
USDS505a	Reinforcement Learning
USDS505b	Marketing and Retail Analytics
USDS505c	Supply Chain and Logistics Analytics
USDS505d	Robotic Process Automation
	Compulsory Practical
USDS5P5	Data Visualisation with Power BI/Tableau
	Semester VI
USDS601	Machine Learning
USDS6P1	Machine Learning Practical
USDS602	Cloud Computing
USDS6P2	Cloud Computing Practical
USDS603	Internet of Things
USDS6P3	Internet of Things Practical
USDS604	Business Forecasting
USDS6P4	Business Forecasting Practical
	Elective2(Select Anyone of the following)
USDS605a	Financial Analytics
USDS605b	Social Media Analytics
USDS605c	Data Security and Compliance
	Compulsory(Project Implementation)
USDS6P5	Project Implementation

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ATHARVA EDUCATIONAL TRUST'S ATHARVA COLLEGE OF HOTEL MANAGEMENT & CATERING TECHNOLOGY

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Mumbai- Estd. 2007-2008)
ISO 9001:2015 ISO 22000:2018
NAAC Accredited

DEPARTMENT OF MASS MEDIA COMMUNICATION

	Semester III
BAMMC MGV-3014	Motion Graphics and Visual Effects –I B
BAMMC CCPR-302	Corporate Communication and Public Relations
BAMMC MS-303	Media Studies
BAMMC IP-304	Introduction to Photography
BAMMC FCO-305	Film Communication-I
BAMMC CMM-306	Computers and Multimedia-I
	Semester- IV
BAMMC EM-4011	Electronic Media-II
BAMMC TMC-4012	Theatre and Mass Communication-II
BAMMC RPP-4013	Radio Program Production-II
BAMMC MGV-4014	Motion Graphics and Visual Effects-II
BAMMC WEM-402	Writing and Editing for Media
BAMMC MLE-403	MEDIA LAWS and ETHICS
BAMMC MMR-404	MASS MEDIA RESEARCH
BAMMC FCO-405	Film Communication II
BAMMC CMM-406	Computer Multimedia II
	Semester - V
BAMMC DRG-501	Reporting
BAMMC DRG-502	Investigative Journalism
BAMMC EJFW 1B501	Features and Writing For Social Justice
BAMMC EJWS 1B502	Writing and Editing Skills
BAMMC EJGM 1B503	Global Media and Conflict Resolution
BAMMC EJBF 1B504	Business and Financial Journalism
BAMMC EJMJ 1B505	Mobile Journalism and New Media
BAMMC EJNM 1B506	News Media Management
BAMMC EJJP 1B507	Journalism and Public Opinion
BAMMC EJML 1B508	Media Laws and Ethics
	Semester-
BAMMC EJCI 2B601	CONTEMPORARY ISSUES
BAMMC EJLJ 2B602	LIFESTYLE JOURNALISM
BAMMC EJPT 2B603	PHOTO AND TRAVEL JOURNALISM
BAMMC EJMJ2B604	MAGAZINE JOURNALISM
BAMMC EJSJ 2B 605	SPORTS JOURNALISM
BAMMC EJCR 2B 606	CRIME REPORTING
BAMMC EJFN 2B 607	FAKE NEWS and FACT CHECKING
BAMMC EJTJ 2B 608	TELEVISION JOURNALISM

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	SEMESTER V-ADVERTISING
BAMMC DRGA-501	COPY WRITING
BAMMC DRGA-502	ADVERTISING & MARKETING RESEARCH
BAMMC EAGI 1501	GLOBALIZATION & INTERNATIONAL ADVERTISING
BAMMC EABB 1502	BRAND BUILDING
BAMMC EAAM 1503	AGENCY MANAGEMENT
BAMMC EAAP 1504	ACCOUNT PLANNING & ADVERTISING
BAMMC EASM 1505	SOCIAL MEDIA MARKETING
BAMMC EADM 1506	DIRECT MARKETING & E-COMMERCE
BAMMC EACB 1507	CONSUMER BEHAVIOUR
BAMMC EADF 1508	DOCUMENTARY & AD FILM MAKING
	SEMESTER VI-ADVERTISING
BAMMC DRGA-601	DIGITAL MEDIA
BAMMC DRGA-602	ADVERTISING DESIGN
BAMMC EAAC 2601	ADVERTISING IN CONTEMPORARY SOCIETY
BAMMC EABM 2602	BRAND MANAGEMENT
BAMMC EAMP 2603	MEDIA PLANNING & BUYING
BAMMC EAAS 2604	ADVERTISING & SALES PROMOTION
BAMMC EARM 2605	RURAL MARKETING & ADVERTISING
BAMMC EARE 2606	RETAILING & MERCHANDISING
BAMMC EAEM 2607	ENTERTAINMENT & MEDIA MARKETING
BAMMC EATP 2608	TELEVISION PROGRAM PRODUCTION

Principal Sign:


