



**Sandip University**  
**School of Commerce & Management Sciences**

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**VAP (Value Added Program)**  
**And**  
**Activity**  
**On**  
**Film Literacy**

**(BBA II<sup>st</sup> Semester)**

**17/02/2024**

Film as a resource for teaching organizational behavior and management theories and concepts and also Corporate Social Responsibility concepts.. It draws from the film theory and film studies literature to describe film's unique qualities as a communication medium. The activity describes how film enhances the learning process in ways unavailable in other media. It describes many ways of using films in using examples of scenes from several well-known films.

Faculty coordinators for the industrial visit were:

1. **Mrs. Madhuri Tambe**
2. **Dr.Tanushree Gupta**

BBA II Semester students had actively participated in the activity. Near about 18 teams had participated and presented PPT's in a wonderful manner. The students learnt many things such as:

- Leadership
- Team building
- PPT presentation
- Personality etc.

**Outcome of the Activity:**

A movie can also be a source of learning. With this thought SOCMS has conducted a value added program on 'Film Literacy' for the students of BBA General II semester.

Students have participated enthusiastically and have selected movies such as- 3 idiots, 12 fail, Rajneeti, Rangde Basanti, Chakde India and so on .

From now onwards when they watch a movie they watch from a different perspective.



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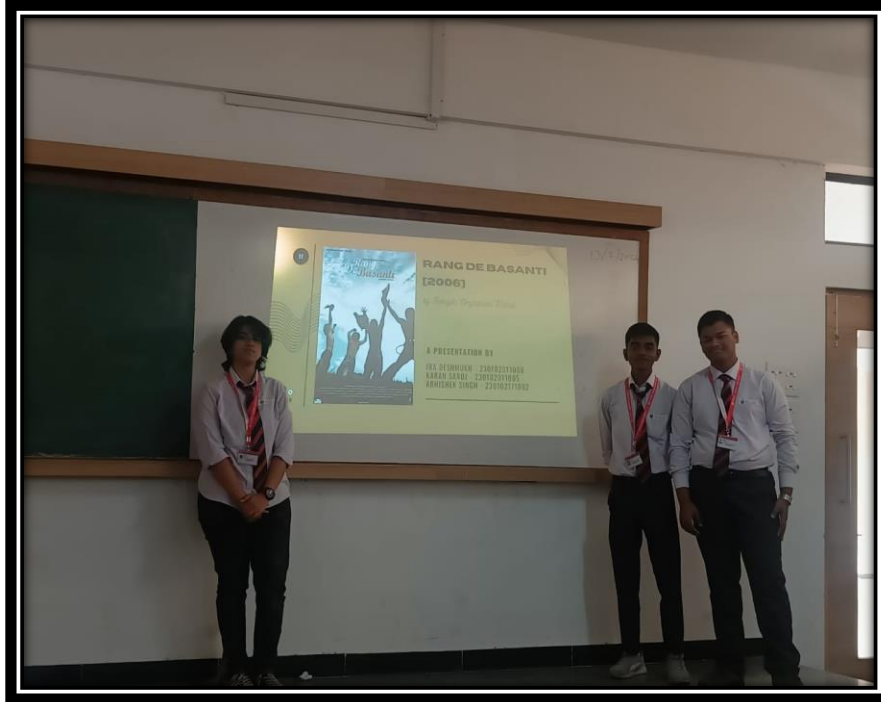
Glimpses of the Activity:





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sandip University Nashik Maharashtra  
Lat 19.966897°  
Long 73.669816°  
17/02/24 11:26 AM GMT +05:30

GPS Map Camera



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**Faculty Coordinators:  
(BBA Coordinators)**

**Mrs. Madhuri Tambe**

**Dr. Tanushree Gupta**