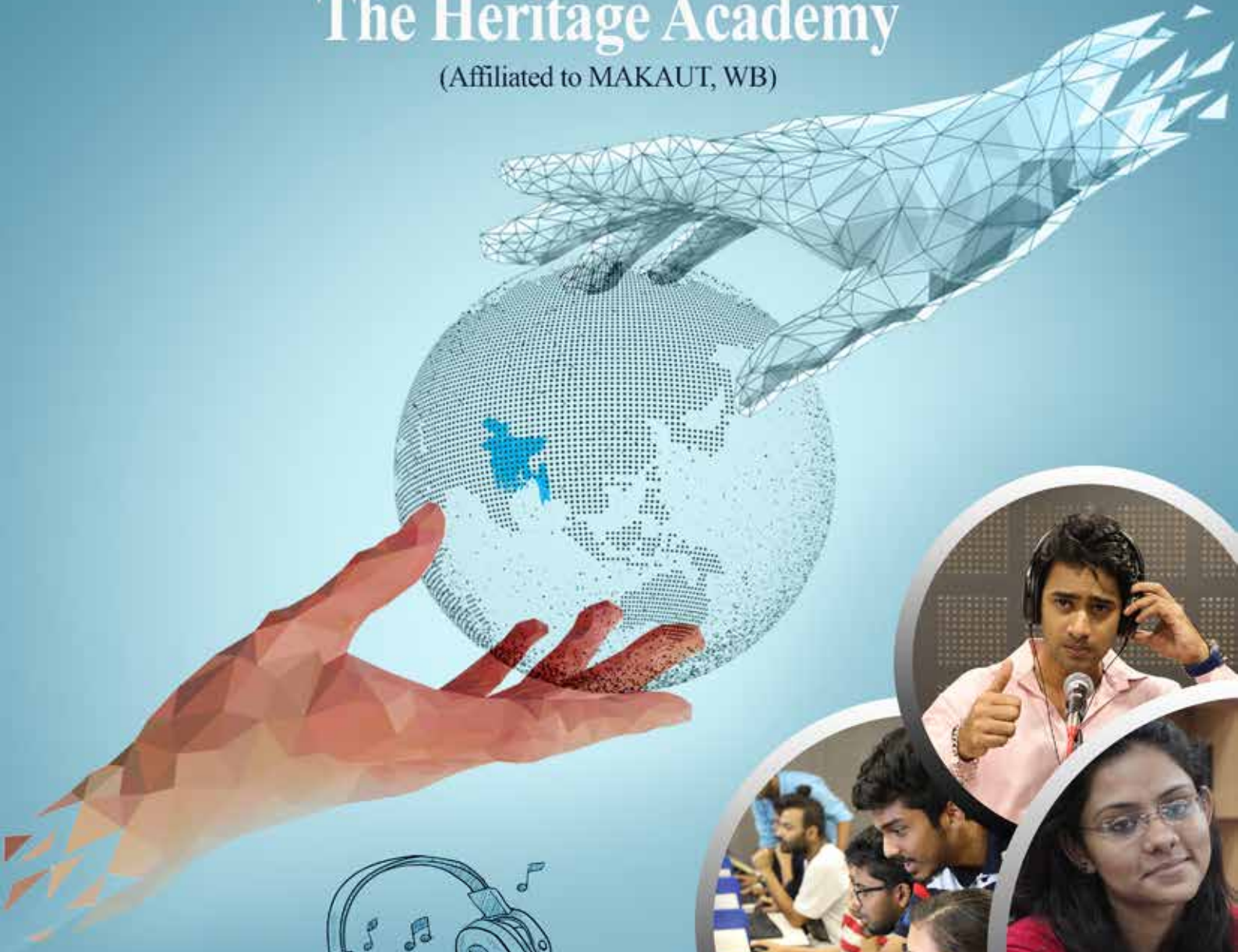




# The Heritage Academy

(Affiliated to MAKAUT, WB)



## Prospectus 2021

[www.tha.edu.in](http://www.tha.edu.in)







Inspired by the noble cause of education and philanthropic zeal, a group of twenty-two like-minded industrialists in Kolkata established, Kalyan Bharti Trust (KBT), a public charitable Trust, to promote and provide quality education in West Bengal. To achieve KBT's objective, The Heritage School (THS) and the Heritage Institute of Technology (HIT-K) were set up in 2001. The Heritage Academy (THA) came up in 2007, The Heritage Law College in 2015 and The Heritage College in 2016. The MBA Programme was set up in 2003 in HIT-K as Management Education Centre, has been accorded an independent status by AICTE as Heritage Business School (HBS) in 2013.

The Trust also plans to establish a Design Institute and a University.

The Heritage Academy since its inception, has been acquiring excellence in skill based education backed by highly accomplished faculty, state-of-the-art infrastructure and motivated student community. Recognized and highly acclaimed as one of its kind, the institution is committed to value added all round development of students enrolled in its academic programmes. The Academy stands to lead in today's increasingly complex yet dynamic global business scenario.

# Kalyan Bharti Trust



## VISION

To prepare dynamic and caring citizens to meet the challenges of global society while retaining their traditional values.

## MISSION

- To prepare students with strong foundation in their disciplines and other areas of learning.

To provide an environment for critical and innovative thinking, and to encourage life-long learning.

- To develop entrepreneurial and professional skills.
- To promote research and developmental activities and interaction with industry.
- To inculcate leadership qualities for serving the society.

## Why The Heritage Academy is your destination

- “Heritage” where the driving force is Excellence.
- “Heritage” tirelessly strives for Perfection.
- “Heritage” has got an excellent Infrastructure.
- “Heritage” has a unique Brand Value.





# Kalyan Bharti Trust

Trustees of the Kalyan Bharti Trust are reputed industrialists, educationists and technocrats.

## BOARD OF TRUSTEES

### Chairman

**Shri Hari Krishna Chaudhary**  
Chairman, Vikram India Ltd.

### Vice-Chairman

**Shri Vikram Swarup**  
Managing Director, Paharpur Cooling Towers Ltd.

### Secretary

**Shri Sajjan Bhajanka**  
Chairman, Century Plyboards (I) Ltd.

### Treasurer

**Shri Sajan Kumar Bansal**  
Chairman & Managing Director, Skipper Ltd

## MEMBERS

**Shri Mahendra Kumar Jalan**  
Chairman & Managing Director, MKJ Enterprises Ltd.

**Shri Kamal Kumar Dugar**  
Chairman & Managing Director, K K Dugar & Co.

**Shri Dayaram Agarwal**  
Chairman, RGA Software Systems Pvt. Ltd.

**Shri Prahlad Rai Agarwala**  
Chairman & Executive Director, Rupa & Co Ltd.

**Shri Dharam Chand Agarwal**  
Chairman & Managing Director  
Hi-Tech Systems & Services Ltd.

**Shri Manish Periwai**  
Chairman & Managing Director, Pioneer Urban Land  
& Infrastructure Ltd.

**Shri Mahabir Prasad Agarwal**  
Chairman, Shyam Sel & Power Ltd.

**Shri Narhari Prasad K. Koya**  
Chairman, Indian Coal Agency

**Shri Sanjay Agarwal**  
Managing Director, Century Plyboards (I) Ltd.

**Shri Raj Kejriwal**  
Managing Director, Kiswok Industries Pvt. Ltd.

**Shri Jaydeep Chitlangia**  
Managing Director, Madhya Bharat Papers Ltd.

**Shri Vishambhar Saran**  
Chairman, Visa Steel Ltd.

**Shri Suresh C. Bansal**  
Chairman & Managing Director, Beekay Steel Industries Ltd.

**Shri Sundeep Shah**  
CMD, Eastern Silk Industries Ltd.

**Shri Hari Prasad Budhia**  
Chairman, Patton International Ltd.

**Shri Gaurav Swarup**  
Managing Director, Paharpur Cooling Towers Ltd.

**Shri Narain Prasad Dalmia**  
Director, Dalmia Securities Pvt. Ltd.

**Shri Siddharth Swarup**  
Director, Paharpur Cooling Towers Ltd.





# The Heritage Academy

## BOARD OF GOVERNORS

### Chairman

**Shri Mahendra Kumar Jalan**

Chairman & Managing Director, MKJ Enterprises Ltd.

## MEMBERS

**Shri Dharam Chand Agarwal**

Chairman and Managing Director  
Hi-Tech Systems & Services Ltd.

**Shri Problr Roy**

Director  
Kalyan Bharti Trust

**Shri Mahabir Prasad Agarwal**

Chairman, Shyam Sel & Power Ltd.

**Prof. (Dr.) K.K.Chaudhuri**

Director  
Heritage Business School, Kolkata

**Shri Sanjay Agarwal**

Managing Director, Century Plyboards (I) Ltd.

**Prof. Dipankar Das**

Assistant Professor, BCA Department  
The Heritage Academy, Kolkata

**Shri Sundeep Shah**

CMD, Eastern Silk Industries Ltd.

**Prof. Suman Kumar Bedajna**

Assistant Professor, BBA Department  
The Heritage Academy, Kolkata

**Shri Raj Kumar Kejriwal**

Managing Director, Kiswok Industries Pvt. Ltd

**Prof. (Dr.) Asim Kumar De**

University Nominee

**Prof. Gour Banerjee**

Principal, The Heritage Academy, Kolkata

## PERMANENT INVITEES

**Shri Hari Krishna Chaudhary**

Chairman, Vikram India Ltd.

**Shri Sajjan Bhajanka**

Chairman, Century Plyboards (I) Ltd.





## Chairman's Message

The Heritage Academy is about to step into the fifteenth year of its journey. The previous years have been extremely demanding and The Academy has made every effort to create an academic institution 'par excellence'.

The Academy strives to create dynamic citizens and stresses on the all round development of body, mind and soul for creating responsible individual who would be extremely focused and goal oriented. It aims at continuous improvement in the quality of education such that intellect is augmented and strength of mind is enhanced. I wish them success and prosperity in the coming years.

On behalf of the Board of Trustees of the Kalyan Bharti Trust, I would like to extend a warm welcome to all the students. I would also like to take this opportunity to wish all of you the very best in your strides for achieving your dreams.

**Mahendra Kumar Jalan**

MESSAGE



Learning gives creativity,  
Creativity leads to thinking,  
Thinking provides knowledge,  
Knowledge makes you great.

**Dr A.P.J. Abdul Kalam**

## Principal's Message

The Heritage Academy was set up by Kalyan Bharti Trust in 2006 as a 'Centre of Excellence' in the field of non-AICTE Technical Education in the eastern part of the country. The Academy is affiliated to Maulana Abul Kalam Azad University of Technology (formerly known as West Bengal University of Technology), West Bengal. The Institute started its journey with 120 students in 2007. Today, with the commitment of the Management and dedication of members of faculty and staff, the Academy has reached an enrollment figure of **1050 students and more than 40 members of faculty and staff.**

To become a successful professional and face the challenges of the competitive world, the students need to be equipped with enough knowledge, skills and contemporary outlook. The college gives special attention on the improvement of communication skills and development of personality with focus on the values of life, ethics and discipline. We, welcome students to flourish themselves taking advantage of the high standard pedagogy and state- of- the- art infrastructure.

I am delighted to note that in addition to BBA and BCA programme introduced in 2007, the Institution is emerging on its fifth year's journey with B.Sc. in Media Science and M.Sc. in Media Science Programmes.

I wish all the students a successful year ahead.

**Prof. (Dr.) Gour Banerjee**

MESSAGE





## Dean's Message

Welcome to the Dept. of Media Science, The Heritage Academy (THA).

The Department is an exciting place to be as it gives an environment to develop multiple talents in the different areas of media. The students can create movies for a social cause, graphic images for a digital media campaign, work with some leading media houses or manage clients on behalf of marketing communications agencies. Whatever one's aspirations is the THA media science department helps students to become skilled to thrive in this ever changing media world.

We are proud that the success of our department is largely due to the dedication of each faculty member. Almost all faculty members have industry experience and two-third of them have degrees from abroad.

# MESSAGE

The members of the faculty also work with the industry to bring in the real world feel in the classroom. It is the mission of the department to train the students to strengthen their capacity to observe, analyze and create meaningful communications. We guide our students to ask the right questions, do in-depth research, and observe events and master diverse communication tools. Within a span of five years our alumni are doing wonderful work in the industry and in higher educational institutions.

Established not too long ago the department has an infrastructure which is unmatched in the eastern part of the country. Along with this the sprawling campus provides ample opportunity to the students to work on media projects. The different colleges in the campus add to the diverse experience and the rich and distinctive presence of The Heritage group in the education world gives depth to the student experience here. I invite you to take advantage of the varied experience that we have to offer.

**Prof. (Dr.) Madhupa Bakshi**

Dean, Department of Media Science

## About the Academy

The Heritage Academy established in 2007, is affiliated to Maulana Abul Kalam Azad University of Technology, West Bengal, formerly known as West Bengal University of Technology, Kolkata. The Academy aspires to be among the best in the non AICTE courses in West Bengal through series of strategically crafted industry oriented programmes, precisely calibrated action plans and an unwavering commitment to the pursuit of excellence.

The ambience and serenity of the 'green' campus coupled with dedicated members of faculty provide an excellent blend of rigor and relevance in their teachings. The members of staff are ever ready to reach out and help the students. The Academy boasts of exemplary outreach activities that touch the lives of a wide cross section of society. Robust industry interactions; research aimed at solving problems of the real world combine to provide a rare synergy of passion and confidence. The students have repeatedly reached the pinnacle as University Gold Medalist and Silver Medalist in BBA, BCA and in MSc programmes.

Within a short span of fourteen years, the Academy has already carved a niche in the minds of the academicians, students and industrialists by virtue of its illustrious alumni who are successful professionals in the industry.

## Academic Programmes

The Academy offers the following Programmes:

Course	Intake
3-year Bachelor of Computer Applications (BCA)	120
3-year Bachelor of Business Administration (BBA)	120
3-year B.Sc. in Media Science (BMS)	90
2-year M.Sc. in Media Science (MMS)	30



## About the Programmes

### 3-year Bachelor of Computer Applications (BCA)

The Bachelor of Computer Applications (BCA) is a full-time, three-year, undergraduate course which prepares the students for a career in Computer Applications with not only basic domain knowledge in the field of Computer Science but also hands-on experience of working on the knowledge in practice with emphasis on understanding of the basic Computer Languages, Software and Platforms coupled with working skill on these areas. We follow the University Course Curriculum which is available in their website.

### 3-year Bachelor of Business Administration (BBA)

The Bachelor of Business Administration (BBA) is a full-time, three-year, undergraduate course, aimed at preparing young graduates to take up challenging careers in business and industry, enabling them to pursue higher studies in India and abroad, and most importantly inspiring entrepreneurial initiatives amongst students. The course equips graduates with required skill sets such as analytical, decision-making, technical, interpersonal and technological skills. In short, the course is designed to develop a holistic personality in graduates thus enabling them to succeed as professionals. We follow the University Course Curriculum which is available in their website.



## Academic Result

In The Academy, our focus is on nurturing the inner strength of the students to make each one of them responsible citizens of the country alongwith professionally competitive. We believe that the class room environment coupled with interactive academic delivery plays a pivotal role in shaping the students knowledge base. Teaching and learning in the Academy is student-centered and includes active learning through interactive academic delivery instead of monotonous lecture methods which enables The Academy to attain high standard in University examinations. Consistent good academic track record manifests sound domain knowledge and exemplary class room management. The Academy has produced several Gold, Silver and Bronze medalists. Some of our top achievers are:



Ms. Surabhi Anand  
BBA 2013-2016  
Gold Medal



Ms. Sanchari Das  
BCA 2010-2013  
Bronze Medal



Ms. Diti Chakraborty  
MSC 2016-2018  
Bronze Medal



Ms. Chavvi Nihal  
Chandani  
BCA 2014-2017  
Silver Medal

## Career Development Cell

A Career Development Cell (CDC) over the last 10 years and has developed excellent industry academia connect.

The Cell helps the students to understand their potential to choose appropriate career prospect.

Apart from the facilitation services, CDC also arranges Seminars and Workshops on a regular basis towards overall development of personality. Eminent professors, educationists and industrialists deliver lectures on entrepreneurial initiatives, and conduct soft skill grooming sessions for Industry readiness.

A glimpse of the series of program organized by the cell in last couple of years is given below:

### Panel discussion on Artificial Intelligence



Mr. Tara Shankar Jana  
Senior Technical, Product Manager  
AI from Microsoft



Dr. Joydeep Pal  
Alumnus of HITK and Consultant at USA, Canada  
and Europe on Artificial Intelligence



Dr. Saurav Karmakar  
CEO & Head of R&D GreyKarma  
Technologies

**Panel discussion on 'Perspectives and Approaches towards generating momentum in the movement of Social Inclusion'**



**Dr Amites Mukhopadhyay**  
Professor, Department of Sociology  
Jadavpur University



**Mr. Priyank Patel**  
Manager Training from RWTH Aachen  
Germany



**Prof. (Dr) Ajit Pathak**  
Director  
ICFAI Business School



Challenges and Opportunities in  
the IT Education & Industry

**Mr Somnath Banerjee**  
an alumni of Georgia Tech, Atlanta,  
USA, Facebook, Seattle, USA



Payment Risk across the  
FB Platform

**Mr. Harsh Gupta**  
Software Engineer  
at Facebook HQ, California, USA



Algorithms and Mathematics

**Mr. K. Das**  
(M.Tech, IIT,Mumbai)Software Engineer,  
Microsoft Corporation, Seattle,USA



A Seminar on Artificial Intelligence

**Ms. Joyeeta Das**  
CEO, Gyana Inc.



Environmental Degradation and Measures  
to Protect the Environment

**Dr. Ujjal Kumar Mukhopadhyay**  
Chief Scientist  
West Bengal Pollution Control Board



Seminar on Cyber Crime

**Mr. Vishal Dave**  
Ethical Hacker and Ransomware Expert



ERP and its Significance

**Shri Indranil Dasgupta**  
Sr. Advisory Consultant- SAP FICO, IBM  
Global Business School, Ohio, USA



A seminar on Opportunities in  
Higher Education at UK

**Mr Mark Lambart**  
International  
Officer of University of Greenwich



"Introduction to Big Data and  
Data Science

**Mr. Arabinda Mandal**  
Enterprise Architect, Digital  
Enterprise – Analytics, Big Data  
and Information Management, Tata  
Consultancy Services



## Placement Assistance

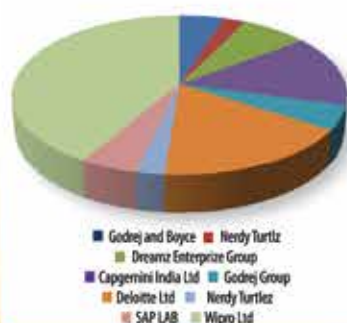
Majority of our BBA students choose Higher Studies (MBA) in premier Institutes in India and abroad as their career option while a few join family business. However, majority of our BCA students seek campus recruitment in companies who have provision of higher studies.

Leading recruiters where our BBA & BCA students got placed in the last three Academic Years are mentioned below:

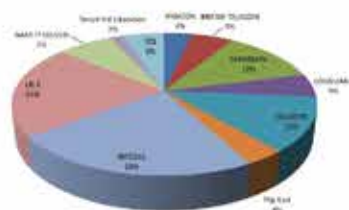
WIPRO	NIRMAL BANK STOCK BOOKING	CAPGEMINI
FEDERAL BANK	CMS COMPUTER	KEYLINE IT SOLUTION
IGATE	ANTROPLACE CONSULTANT	DELOITTE
MEDLINE PHARMACEUTICAL PVT. LTD.	TCS	SAP LAB
IBM INDIA	HDFC STANDARD LIFE	TECHMAHINDRA
ICICI BANK	INFOSYS	MAHINDRA SATYAM
CTS	AKASH INSTITUTE	

### BCA Placements

No. of Students Placed in 2018-19



No. of Students Placed in 2019-20



No. of Students Placed in 2020-21



## Infrastructure

### Lecture and Tutorial Rooms

Classrooms are very spacious, airy and equipped with overhead projectors and modern teaching aid. Separate tutorial rooms are also available for special classes. Model classrooms are fitted with LCD Projectors and white screen.

### Library

The library is fully air conditioned and has a generous collection of texts, reference books on all relevant subjects. The Academy subscribes to a large number of journals, periodicals, magazines as well as in local and national dailies, which is available for the benefit of the readers. The digital library provides a full text collection of documents and faculty publications.

### Computing Facilities

The Academy has implemented an IT network infrastructure with good LAN connection and internet connectivity. All students are provided with unique email id for having anytime access to Academy related information.





## Some of the outstanding features include:

- Spacious seminar halls with excellent acoustics for interactions with practitioners and other professionals
- An excellent library with unmatched academic content and aesthetics
- Hostel facilities for the students
- Food court built to the highest standards of hygiene
- Administration block
- Departmental stores
- Students' Activity Center
- Recreational Facilities
- Healthcare Center, and

many more features that provide a unique learning and living experience. In short, the campus provides an ideal environment for young minds to explore new ideas, encourages creativity and independent thinking, even as it facilitates faculty to engage in research that combines both rigor and relevance; the staff to cultivate empathy toward students, and for all to develop the twin qualities of a lifelong yearning for learning and a compassionate and caring attitude towards fellow human beings.



## Student Support Services

### Students' Council

The Academy has an active Students' Council under the guidance of the members of faculty. The Council is responsible towards:

### Student Activities

- Participation in : Sports and extra-curricular activities
- Encouraged to participate in competitions and festivals organized by our College & others
- Actively participate in community development activities

### Students' Clubs

The Students' Council functions through various technical and engagement clubs to provide the right arena for the students to lead a socially and individually fulfilling stay at the campus. Some of the prominent clubs are:

- |                    |                         |
|--------------------|-------------------------|
| ● Rotaract Club    | ● Entrepreneurship Club |
| ● Photography Club | ● Debate Club           |
| ● Drawing Club     |                         |

### KHOJ: THA Talent Hunt

The faculty members take the initiative of organizing various competitive activities like Debate, Creative Writing, Presentation, Singing, Dance, Elocution, Photography, Poster Painting, to promote and encourage extra-curricular talents of the students.

## Intellectual Capital

Learning at The Heritage is fostered by highly accomplished members of faculty who possess a wide range of expertise. The faculty at The Academy, besides being excellent teachers are also eminent researchers with numerous publications in journals of national and international repute. They also actively contribute through participation in conferences and seminars. In addition to the full-time faculty, the teaching is complemented by a panel of distinguished and experienced guest faculty from a consortium of leading accredited universities across the world, as well as, well top-notch companies.







## Bachelor in Business Administration (BBA)

### Prof. (Dr.) Gour Banerjee

Prof. & Principal

Ph.D, M.Phil in Management M.Com. (CU), CAIIB, LLB (CU), PGDBM (IISWBM), PGDFM (IGNOU)

Industry Experience: 24 Years, Teaching Experience: 20 Years

### Mr. Suman Kr. Bedajna

Asst. Professor

Departmental Co-ordinator - Academic

M.Phil, M.Sc (Economics),

Industry Experience: 1 Year, Teaching Experience: 12 Years

### Mr. Bratin Maiti

Asst. Professor

Departmental Co-ordinator - Discipline and Mentorship

MBA (Marketing), B.Tech, B.Sc., Regd in PhD

Industry Experience: 4 Years, Teaching Experience: 11 Years

### Ms. Sudipta Ray

Asst. Professor

M.Sc., Regd in PhD

Teaching Experience: 4 Years

### Ms. Arpita Sil

Asst. Professor,

M.Phil, M.Com (Accountancy)

Teaching Experience: 12 Years

### Ms. Sangita Ghosh

Asst. Professor

M. Phil, MBA (Marketing), Regd in PhD

Industry Experience: 2 Years, Teaching Experience: 11 Years

### Ms. Sreyasi Ray

Asst. Professor,

M.A. (Sociology), PGDHRM, DSW, Regd in PhD

Industry Experience: 5 Years, Teaching Experience: 10 Years

### Ms. Ananya Banerjee Panda

Asst. Professor,

MBA (Finance), M.Com

Teaching Experience: 10 Years

### Ms. Sarika Agarwal

Asst. Professor,

Chartered Accountant

Teaching Experience: 12 Years

### Mr. Asit Patro

Asst. Professor,

MBA, M.Com, LLB

Industry Experience: 5 Years, Teaching Experience: 12 Years

### Ms. Nayana Chatterjee

Asst. Professor,

PGDM

Industry Experience: 3 Years, Teaching Experience: 8 months

### Ms. Roshni Patwa

Asst. Professor,

Chartered Accountant

Industry Experience: 2 Years, Teaching Experience: 8 months

### Colonel Amitava Ghosh Dastidar (Retd.)

Asst. Professor,

MBA

Industry Experience: 18 Years, Teaching Experience: 6 Years

## Bachelor in Computer Applications (BCA)

### Mr. Dipankar Das

Asst. Professor

Departmental Co-ordinator - Academic

MBA (Information Systems), AMIE (Computer Engineering), AMIETE, Regd in PhD

Industry Experience: 10 Years, Teaching Experience: 13 Years

### Mr. Parichay Chakrabarti

Asst. Professor

Departmental Co-ordinator - Discipline and Mentorship

MCA

Teaching Experience: 14 years

### Mr. Atindra Nag

Asst. Professor

M.Tech (CSE), M.Sc (CS), MDCA (NIELIT)

Teaching Experience: 17 Years

### Mr. Arnab Kole

Asst. Professor

M.Tech (CSE), MCA, PhD in advanced stage

Industry Experience: 2 Years, Teaching Experience: 12 Years

### Ms. Sudakshina Dutta Roy

Asst. Professor

M.A, M.Ed

Teaching Experience: 16 Years

### Ms. Madhurima Bandyopadhyay

Asst. Professor

M.Sc (CS), PGDBA

Industry Experience: 2 Years, Teaching Experience: 10 Years

### Ms. Atrayee Chatterjee

Asst. Professor,

M.Tech, B.Tech (IT)

Teaching Experience: 10 Years

### Mr. Souvik Paul

Asst. Professor

M.Tech (ECE), B.Tech (CSE)

Industry Experience: 1.5 Years, Teaching Experience: 7 Years

### Mr. Joydeep Das

Asst. Professor

M.Tech (CSE), PhD in advanced stage

Teaching Experience: 10 Years

### Mr. Somnath Bhattacharyya

Asst. Professor

M.Tech (Software Engg), B.Tech (IT)

Industry Experience: 3 Years, Teaching Experience: 12 Years

### Mr. Shameek Mukhopadhyay

Asst. Professor

MBA, M.Tech (IT), B.Tech (CSE)

Industry Experience: 2 Years, Teaching Experience: 11 Years

### Mr. Arijit Chakraborty

Asst. Professor

M.Tech (IT)

Teaching Experience: 16 Years

### Mr. Avik Mitra

Asst. Professor

M.Tech (DMC)

Teaching Experience: 6 Years

## Technical Support Staff

### Ms. Debalina Nandi

B.Tech (CSE)

Technical Assistant

### Mr. Baiduryya Sarkar

M.Tech (CSE)

Technical Assistant



## Alumni



**Sanjay Vedula**  
(BBA 2009-12)  
Senior Business Systems  
Analyst, First Citizens  
Bank, USA



**Vishakha Mehra**  
(BBA ( 2010-13)  
Digital Marketing  
Manager  
6th Street.com, UAE



**Ritika Israni**  
(BBA2014-17)  
Marketing Specialist  
J D Jones & Co Pvt. Ltd



**Pallabi Chatterjee**  
(BBA 2011-14)  
Studies Master of  
Science in Business  
Analytics at University  
of Bridgeport, USA



**Sharmi Basu**  
(BBA 2008-11)  
Associate Vice President  
at Moody's Analytics  
Knowledge Services



**Srishty Chakraborty**  
(BBA 2009-12)  
Workday Human Resource  
Information System  
Consultant, London Stock  
Exchange, UK



**Surabhi Anand**  
(BBA 2013-16)  
Deputy Manager  
SBI



**Gurleen Singh**  
(BBA 2012-15)  
Restaurateur of  
Hindustan Dhaba



**Ankit Mitra**  
(BBA 2013-16)  
Relationship Manager  
HDFC Bank



**Ankus Hazra**  
(BBA 2008-11)  
Tollywood Star in  
leading roles



**Shaunnak Ray Chaudhury**  
(BCA2007-10)  
Lead Consultant  
BlueRose Technologies



**Rajdeep Kar**  
(BCA 2010-13)  
Executive Support  
Specialist, ESP Global  
Services, Australia



**Supriyo Dey**  
(BCA 2007-10)  
Senior Software Engineer  
Wipro Technologies  
California



**Sanchari Das**  
(BCA 2010-13)  
Assistant Professor, University of  
Denver, USA



**Jinia Bhowmik**  
(BCA 2012-15)  
Senior Business Analyst,  
Deloitte



**Priyadarshini Mitra**  
( BCA 20019-12)  
MS at Carnegie Mellon  
University, Pittsburg,  
Pennsylvania



**Ankit Mukherjee**  
(BCA 2015-18)  
Data Analyst  
Siemens Mobility,  
Germany



**Arghya Mukherjee**  
(BCA 2009-12)  
Pursuing PhD  
University of Tulsa,  
Oklahoma



**Kankana Basu**  
(BCA 2009-12)  
Investment Risk Analyst,  
SBI, Germany



**Pradyut Chatterjee**  
(BCA 2008-11)  
Regional Analytics Head,  
Philips Electronics,  
Singapore



# Beyond the **CLASSROOMS**

## Industrial Visits



Keventer Agro Ltd



Century Plywoods (I) Ltd



Vikram Solar Pvt Ltd



GKB Opticals



Primex Constructions Pvt Ltd



Metro Cash & Carry

## Motivational Talks

Power of Positive Goal Setting

Mind Game & Memory Techniques

Essence of Health and Environment for the  
Development of the Indian Economy

Universal Brotherhood

## Awareness Programmes

Health Awareness to prevent  
Non Communicable Diseases

De addiction Awareness and Meditation for  
Universal Brotherhood Inner Empowerment

## Workshops

### Workshop on Android Application Development

Mr. Rajmohan De Sarkar, Senior Consultant in leading IT Companies Wipro Technologies, Cognizant Technology Solutions, Tech Mahindra

### Technical Workshop on Java Applications

Mr. Dhruba Ray, Senior consultant in TCS, Lexmark

### Network Security and Ethical Hacking

Mr. Abir Atarthy and Mr. Sandeep Sengupta Co-founder of Indian School of Ethical Hacking ISCO 27001





**MEDIA SCIENCE @ THE HERITAGE SCHOOL**  
ENHANCED • ENRICHED • EXCEPTIONAL

# DEPARTMENT OF MEDIA SCIENCE

"The media is the most powerful entity on earth."

*Malcolm X*



## Why A Career in Media

- ✦ Media in as many forms as television, film, radio, internet, digital and print among host of others is omnipresent that continue to entertain and influence.
- ✦ Media is arguably one of the most fast paced industry all over the world. The Indian media & entertainment sector is expected to grow at a Compound Annual Growth Rate (CAGR) of 13.9 percent year-on-year to reach Rs 196,400 crore (US\$ 28.82 billion) by 2019 (IBEF).
- ✦ Indian Media Industry is expected to expand at a CAGR of 3.24% between 2019-20 and 2021-22 to reach US \$ 25.56 billion by 2021-22 due to the acceleration of Digital adoption among the users across geographies (IBEF).





## Why Media @ The Heritage Academy

In order to become a successful media person, one needs to grasp the diversity of media vehicles such as Print, Radio, Television, Digital media and communication through Animation, Graphics, Advertising, Public Relations, Events and Corporate Communication. Today, media education is more practice oriented, performance driven, interactive and technology guided; therefore speed and deadlines are of immense importance.

Keeping these factors in mind, the Department focuses on imparting three basic skills required to become a media person in today's world: individual and group critical thinking skills, and knowledge of current events and the ability to communicate through words, images, audio, video and other means. The department proposes to be a catalyst in raising media professionals, who will have very high standard of knowledge, practice and technology.

## Theory Internships and Practicals (TIP) For Bachelor in Media Sciences

Our TIP program gives an undergraduate student opportunities in making films, advertisements, blogs, reports. Through class projects, final semester mandatory internship and regular industry interaction, students learn the nuances of media. The focus will be in giving you the skill sets that let you enter the media industry or pursue higher studies. The practical part will be supported by regular classroom sessions which will create your theoretical base.

You will get special focus on extra-curricular activities so that they groom you in a holistic way. You will achieve this through a series of all round development activities - from yoga to seminars, forest camps to industry visits.

## Actual World Experience (AWE) For Masters of Media Sciences

The post graduate program is focused towards providing students with the real picture of the media world along with special skills that give them an edge over other fresh media professionals. Live projects, competitions, regular assessments and a 24x7 work atmosphere readies you for the industry.

As a part of the curriculum the students work on industry projects from first semester. From documentaries to presentations everything is managed by the students. These activities comprise workshops, event launch, technical experience with equipment in well appointed labs of the institute, lateral thinking in different environments. Students are expected to work alongside their classes in these activities, therefore multi-tasking and handling professional responsibilities simultaneously.

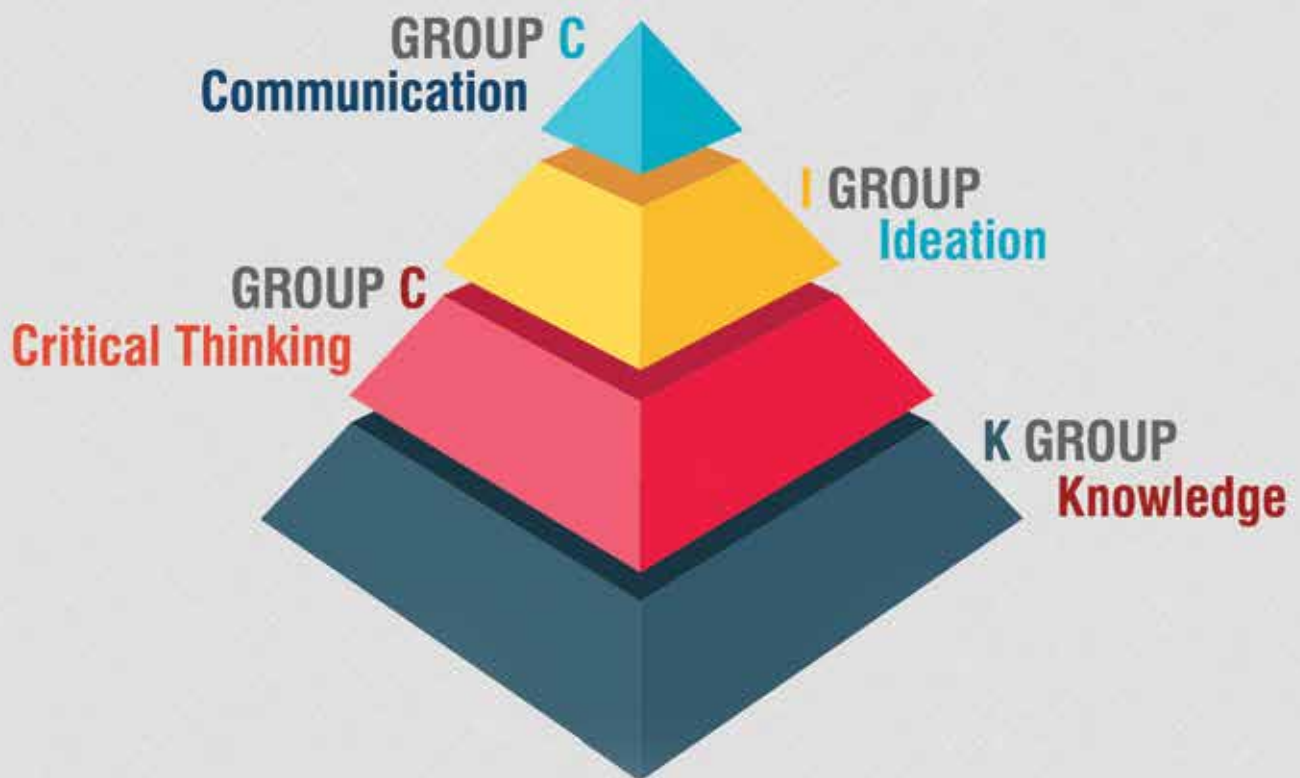
## Media Labs

The department's media lab will help students to learn technical skills to become effective communication professionals. The state-of-the-art Labs for Photography (Still/Digital), A/V Studio, A/V Recording and Editing, Graphics and Animation and other Multimedia Production Systems are primarily over Apple platforms using an array of PowerMacs and Network Devices, Software, etc. The Production Studio is equipped with on-line cameras, lighting and other associated acoustics and ergonomic features in tune with Industry standards. A Radio Lab for Radio Productions will also be in place.





## Guiding Principles of The Media Department



The Department, inspired by the Academy's ethos of 'meeting the challenges of a global society while retaining traditional values', is committed to develop industry-ready media professionals by

- ✦ Developing a Third Eye
- ✦ Creating a 'Knowledge Base' relevant to the times
- ✦ Providing a meaningful experience through live projects in a 24x7 work environment
- ✦ Engaging faculty with International and national backgrounds
- ✦ Investing in excellence through advanced labs like Editing Studio on Apple Platform, Television Shoot Floor, Internet Radio and a host of cutting edge teaching-learning facilities.





## Learning Credo of The Department

**Experiential Brick  
& Portal**

**Confluence of  
Creativity Information &  
Technology**

**Confluence of Online,  
Offline, On-air, on-ground  
Media Vehicles**

**Skill based learning:  
Application  
based education**

**Numerous Projects, Internships  
Networks, Events &  
Placement**

**Steady Guidance before  
during & after course**

Television	Film	Radio	Print	Advertising	Event Management	Public Relations	Digital Media
Reporter	Scriptwriter	Producer	Reporter	Client Servicing	Client Servicing	Account Manager	Content Creators
Assignment Desk	Cameraman	Programmer	Editors	Planning	Production Executives	Media Relations	Researchers
Scriptwriter	Assistant Director	Radio Jockey	Designers	Copywriter	Traffic Managers	Content Creators	Social Media Monitoring
Editing	Editor	Marketing	Marketing	Media Planner	Business Development	Digital Media Executive	Advertising
Production and Post Production	Production and Post Production	Sales/ Activation	Photo Journalist	Visualizer			Marketing

## Industry Exposure

Industry Exposure provided by the Academy is based on the following:



**PHOTOGRAPHY | ADVERTISING & BRANDING | PR & EVENT MANAGEMENT  
TELEVISION & FILM MAKING | JOURNALISM ACROSS MEDIA**

## Syllabus

The syllabus of Media Sciences is designed to develop students' abilities in traditional academic skills whilst also fostering new skill-sets which are increasingly called for in the modern workplace as well as within higher education. The course work is a unique blend of practical production and theory-based work and combining these two elements, it optimizes learning on theory - enhanced through diverse real time practical experiences. This enables the students to gain insight in the role of media as 'transformative technologies' in social and cultural history, comprehend media theories, master persuasive techniques at play across the fast changing world of media and, simultaneously to meaningfully deconstruct any media text. Beyond the coursework the Department continually guides the students to grasp institutional, industrial & technological context as a part of their learning experiences.

The Department is also dedicated to equip students with the specialized skill in the management of media, has wide ranging state of the art facilities to develop and nurture professional skills through multitudes of value added training in filming, editing, reporting and blogging etc. which modern business & academia prioritize in terms of eligibility.



## Members of Faculty

### **Prof. (Dr.) Madhupa Bakshi**

Dean, Media Science

Ph.D, M.S. (CSU, USA), M.A. (CU), PGDM (AIMA), IPDMP(IIM, Cal)

Teaching Experience: 20 years, Industry Experience: 6 years

### **Mr. Arjun Chatterjee**

Assistant Professor

Masters (Double), Teaching Experience: 10 years,

Industry Experience: 16 years

### **Ms. Ambika Ghosh**

Assistant Professor

M.A.,

Teaching Experience: 8 months, Industry Experience : 5 years

### **Mr. Rajesh Shinde**

Assistant Professor

M.A. (Leeds Beckett University, U.K.), B.Sc (Pune University), Film Director,

Actor and Cameraman for more than 10 years experience.

Teaching Experience: 4 years, Industry Experience: 14 years

### **Mr. Subhrajeet Ganguly**

Assistant Professor

M.A., Teaching Experience: 4 years

### **Ms. Agnijita Mukherjee**

Assistant Professor

M.A. (AJK MCRC, Jamia Millia Islamia), NET (Qualified)

B.A. Mass Comm & Videography (Rank Holder)

Teaching Experience: 4 years

### **Mr. Digbijay Guha**

Assistant Professor

M.Tech, Teaching Experience- 12 years

### **Ms. Barnali Ray**

Assistant Professor

M.Phil (CU), M.A. (CU)

Teaching Experience: 14 years, Industry Experience: 6 years

### **Ms. Mansi Agarwal**

Assistant Professor

M.Sc, Teaching Experience: 1 year 8 months

### **Mr. Tamal Das**

Sound Engineer

Lab Assistance

Technical assistance, cinematography, non-linear editing (print, audio, video digital editing), online editing & AV production

Work Experience: 12 years

### **Mr. Ayan Chakraborty**

Radio programmer

Lab Assistance

Technical assistance, cinematography, non-linear editing (print, audio, video digital editing)

Work Experience: 14 years



## Alumni & Student Achievers



**Alisha D. Cruz**  
Marketing Management,  
Centennial College, Canada (2)



**Debarati Sarkar**  
Macromedia University of Applied  
Sciences, Germany



**Arghadeep Paul**  
M.Sc 2019-2021,  
McCann Worldwide (1)



**Anushka Bhattacharya**  
PGDM, International Management  
Institute, Bhubaneswar (1)



**Trina**  
Worked in CHB Network 18,  
Ex Wion (1)



**Diti Chakraborty**  
Gold Medalist  
2018



**Dressey Sarkar**  
Adfactors  
PR 2018



**Shuvaditya Bose**  
9.13 Topper  
BSc Media UG 2021 (1)



**Rezwan Rabbani Sheikh**  
TV Serial Actor  
Star Jalsha MSc 2019



**Smriti Srinivasan**  
Topper MSc Batch of 2021  
9.75, Rediffusion Y&R (2)



## Course of Study for Bachelor in Media Science (BMS)

August to December Semesters			
Semester	Paper	Subjects	Practical
FIRST	Paper I	Development of Mass Communication	Basic Computer Application Lab
	Paper II	Laws & Ethics in Mass Communication	
	Paper III	Print Journalism & Comparative Media	
	Paper IV	Basic Computer Application	
January to June Semesters			
SECOND	Paper I	Electronic Media: Planning & Production	Electronic Media: Planning & Production Lab
	Paper II	Electronic Media: Writing, Editing & Execution	Electronic Media: Writing, Editing & Execution Lab
	Paper III	Press Photography	Press Photography Lab
	Paper IV	Environment & Ecology	
July to December Semesters			
THIRD	Paper I	Marketing in Mass Media	Film & Television: Theory & Practice Lab
	Paper II	Stage Production & Direction	
	Paper III	Advertising	
	Paper IV	Film & Television: Theory & Practice	
	Paper V	Information & Computer Technology	
January to June Semesters			
FOURTH	Paper I	Writing & Opinion Pieces	Video Production
	Paper II	Public Relations	
	Paper III	Film & Television: Theory & Practice	
	Paper IV	Study of Media Scene in India: Print & Cinema	
July to December Semesters			
FIFTH	Paper I	Media Management	Design & Page Make Up Lab
	Paper II	Entrepreneurship in Media	
	Paper III	Design & Page Make Up	
	Paper IV	Film & Television: Theory & Practice	
	Paper V	Study of Media Scene in India: Radio, Television, New Media	
January to June Semesters			
SIXTH	Paper I	Specialization	Project
	Paper II	Media Research	
	Paper III	Personality Development & Interview Skills	

## Course of Study for Masters in Media Science (MMS)

August to December Semesters			
Semester	Paper	Subjects	Practical
FIRST	Paper I	Mass Media and Communication	Still Photography & Videography lab
	Paper II	Understanding Media in Historical Perspective	
	Paper III	Introduction to Journalism	Life Style Management Skills:
	Paper IV	Indian Constitution, Media Laws and Ethics	Advanced Soft Skills, Theatre Workshop
	Paper V	Introduction to Advertising and Public Relations	
	Paper VI	Introduction to Visual Language: Photography & Videography	Basic Media Software (Lab)
January to June Semesters			
SECOND	Paper I	Development & Environmental Communications	Writing, Editing practicals: Publishing a newsletter
	Paper II	Folk, Traditional & Popular Media of India	
	Paper III	Film Theory and Practice	Advanced Multimedia Software Lab
	Paper IV	Applications of Information Technology in Media	Digital Filmmaking Lab
	Paper V	New Media & Cyber Technology	Summer internship
July to December Semesters			
THIRD	<b>Print and Cyber Media</b>		
	Paper I	Management Principles and Media Business	Print Practical including photo journalism: Publishing a tabloid/newspaper
	Paper II	Communication Research	
	Paper III	Advanced Print Journalism & Photo Journalism	Conducting a media research related to print or cyber media
	Paper IV	Cyber Journalism	Web Journalism Practicals: Creating an Interactive Web Page using Dreamweaver
	<b>Electronic &amp; Entertainment Media (Radio &amp; Television)</b>		
	Paper I	Management Principles and Media Business	Production of a studio based television programme using a multi camera set up
	Paper II	Communication Research	
	Paper III	Radio: Theory & Practice	Conducting a media research related to television or radio
	Paper IV	Television Journalism	Production of a Radio Drama/ Documentary
	<b>Multimedia &amp; Visual Communication: Graphics &amp; Animation</b>		
	Paper I	Management Principles and Media Business	Design Software Lab: Designing invitation cards, brochures, book covers
	Paper II	Research on Visualization & Design Strategies	
	Paper III	Graphic Design Principles, Typography & Layout	Animation Software Lab: Making a one minute 2D animation film
	Paper IV	Principles, Styles and History of Animation	Video / Compositing Lab
	<b>Marketing Communication: Advertising, PR &amp; Event</b>		
	Paper I	Management Principles and Media Business	Publicity for an event; Preparing press kit; Organizing a press conference
	Paper II	Research on Copywriting & Visualization Strategies	Comprehensive Multimedia
	Paper III	Marketing Fundamentals & Corporate Communications	Ad Campaign
	Paper IV	Consumer Behavior & Brand Management	Corporate film making



January to June Semesters			
FOURTH	Print and Cyber Media		
	Paper I	Comparative Media Studies	Live Project Dissertation & Viva Opening a website & content creation Internship
	Electronic & Entertainment Media (Radio & Television)		
	Paper I	Comparative Media Studies	Live Project Dissertation & Viva Production of a television news bulletin Internship
	Multimedia & Visual Communication: Graphics & Animation		
	Paper I	Advanced animation techniques	Live Project: Developing corporate identity through logo & corporate stationery Dissertation & Viva Production of a TVC with animation Internship
	Marketing Communication: Advertising, PR & Event		
	Paper I	Principles of Event Management	Live Event Project Dissertation & Viva Planning and Executing an Exhibition Internship

## Anti-Ragging Warning

Ragging of any type or dimension is banned on College campus. The college will not tolerate any student indulging in ragging and direct or indirect harassment of fellow students on the campus or outside it. Following the ruling of the Supreme Court of India, admission may be refused to an applicant if it was discovered that he/she had indulged in ragging in the past. Admission to a student may also be cancelled and he/she may be rusticated from the institution if his or her indulgence in ragging was noticed after joining the college.

As per UGC regulation vide its letter no -F.1-16//2007 (CPC-II) dated June 17, 2009, punishment for participation in/or Abetment of Ragging is as follows :

1. Cancellation of admission.
2. Suspension from attending classes.
3. Withholding/withdrawing scholarship/fellowship and other benefits.
4. Debarring from appearing in any test/examination or other evaluation process.
5. Withholding results.
6. Debarring from representing the institution in any national or international meet, tournament, youth festival, etc.
7. Suspension/expulsion from the hostel.
8. Rustication from the institution for periods varying from 1 to 4 semesters or equivalent period.
9. Expulsion from the institution and consequent debarring from admission to any other institution.
10. Fine up to Rs. 25,000/-

Affidavit by students and parents

Each student and his/her parents/ guardian shall have to furnish an affidavit along with the application form to the effect that they will not participate in or abet the act of ragging and that, if found guilty, shall be liable for punishment under the penal law of India.

## University Norms & Admission Procedure

### Eligibility Norms set by the University

The applicant must have passed the Higher Secondary Examination of the West Bengal Council of Higher Secondary Education or its equivalent examination from a recognized Board / Council.

Candidates applying for admission to BBA should have English with pass marks as one of the subjects at the 10+2 level.

Candidates applying for admission to BCA should have English, Mathematics / Business Mathematics / Statistics / Computer Science / Informatics Practice as two of the subjects with pass marks at the 10+2 level.

Admission is to be followed strictly in accordance with University Guidelines.

Fee Structure: 2020-21	Particulars	BBA	BCA
	Tuition Fee	50,000	50,000
	Library Fees	2,000	2,000
	<b>Total Fees (Per Semester)</b>	<b>52,000</b>	<b>52,000</b>
	Admission Fee (One time)	10,000	10,000
	Caution Deposit (One time, refundable)	10,000	10,000
	Students Council Fees (One time)	1,200	1,200
	University development Fee (One time)	1,650	1,650
	Payable at the time of admission	74,850	74,850
	<b>Total Course Fees (Excluding Caution Deposit)</b>	<b>3,24,850</b>	<b>3,24,850</b>

Payment has to be made by Demand Draft / Banker's Cheque / Pay Order, drawn in favour of "The Heritage Academy", payable at Kolkata within a specified date to be notified by the Academy.

### Anti-Ragging Warning

Ragging of any type or dimension is banned on College campus. The college will not tolerate any student indulging in ragging and direct or indirect harassment of fellow students on the campus or outside it. Following the ruling of the Supreme Court of India, admission may be refused to an applicant if it was discovered that he/she had indulged in ragging in the past. Admission to a student may also be cancelled and he/she may be rusticated from the institution if his or her indulgence in ragging was noticed after joining the college.

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## For Media Science Admission Procedure

### Eligibility Criteria

The applicant must have passed the Higher Secondary Examination of the West Bengal Council of Higher Secondary Education or its equivalent examination from a recognized Board/ Council.

Candidates applying for admission to B.Sc. in Media Science should have 60% marks in English as one of the subjects at the 10+2 level.

Candidate applying for admission to MSc in Media Science should be Graduate with 50% above marks in any stream.

For both the courses candidate has to appear for a Creative Test

Admission is to be followed strictly in accordance with MAKAUT Guidelines.

### Fee Structure: 2020-21

Particulars	Bachelor of Media Science (3 Years)	Master of Media Science (2 Years)
Tuition Fees	54,000	75,000
Library Fees	2,000	2,000
Total Fees (Per semester)	56,000	77,000
Admission Fee (One time)	10,000	10,000
Caution Deposit (One time, refundable)	10,000	10,000
Students Council Fees (One time)	12,00	800
University development Fee (One time)	1,650	1100
Payable at the time of admission	78,850	98,900
Total Course Fees (Excluding Caution Deposit)	3,48,850	3,19,900

Payment has to be made by Demand Draft / Banker's Cheque / Pay Order, drawn in favour of "The Heritage Academy", payable at Kolkata within a specified date to be notified by the Academy.





# Important Visitors



Eminent Actor, Mr. Barun Chanda



Eminent News Anchor Padma Shri Rajdeep Sardesai



Padma Shri Madhur Bhandarkar visited during a film festival



Eminent Film Director Mr. Ashoka Vishwanathan



From L to R- Prof Madhupa Bakshi, Prof. K.K. Chaudhuri, Shri P.K. Agarwal, Shri Buddhadeb Dasgupta, Shri Probir Roy



Mr. Biswajit Matilal  
VP, Corporate Communications, Birla Corp.



Ms. Churni Ganguly talking about her directorial debut Nirbashito during her visit



Eminent Director Mr. Srijit Mukherjee during The Heritage Academy Film Festival



Mr. Greg Pardo, Public Affairs Officer,  
U.S. Consulate, Kolkata



Mr. Sabyasachi Chakraborty: Eminent Film Personality



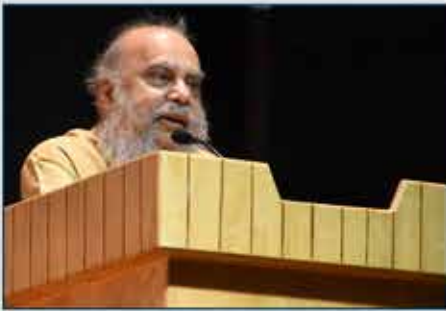
Prof. Abhik Roy,  
Loyola Marymount University, Los Angeles



Eminent actor Mr. Ritwick Chakraborty during The Heritage Academy Film Festival



# Important Visitors



Shri Shuvoprasanna at Film Festival Inauguration



Eminent actor Mr. Dhritiman Chatterjee



MP Shri Jawhar Sircar, Former Chairman, Prasar Bharati



Eminent actor Mr. Abir Chatterjee (on the right)



Eminent actor Mr. Rudranil Ghosh



Eminent actor Mr. Parambrata Chatterjee



Seminar on 'New Dimensions of News' addressed by Ms. Pew Roy from 24 Gharas (in the extreme left); Mr. Jayanta Ghosal, Editor ABP (second from the left); Mr. Prosenjit Baski, Dy. Editor, Dow Jones (second from the right); Mr. Duvoshiva Dasgupta, eminent journalist and Media Communicator



Ms. Oindrilla Hazra, Accounts Manager, Publicis Groupe



Ms. Sayantani Raychaudhuri, Bangla Notok.com



Ms. Smriti Singh, RJ & PR professional conducting workshop on Radio Production



From Left: Dr. Sreeradha Dutta, Director, MAKAIS; Ms. Ranju Alex Jha, GM & VP, JW Marriott Hotel; Dr. Sudha Kaul, Vice-chairman, IICP Kolkata; Ms. Alaknanda Roy, Social Evangelist & Dancuesse; and Ms. Roopsha Dasgupta, Ex-station Head, Radio Mirchi





# Webinars

  
**The Heritage Academy**  
Presents

  
**WEBINAR ON**  
**Teamwork in Professional Environment Post Covid-19**

**Mr. Soorjaneel Chatterjee**  
Certified Internal Quality Auditor, Director, Customer Care & Quality, Iron Mountain

**Register Now**  
<https://www.the-hera.in/WebinarRegistrationForm.aspx>

**1103<sup>rd</sup> JUNE 2020 3:00 - 4:00 PM**



**The Heritage Academy**  
Dept. of Media Science  
Presents



**Ms. Tanushree Bhowmik**  
Program Manager  
Australian High Commission, New Delhi

**WEBINAR ON**

**MEDIA OPPORTUNITIES IN DEVELOPMENT SECTOR**



**Register Now**  
<https://www.itsm.in/webinars/Registration19.aspx>

**FRI 19<sup>th</sup> JUNE 2019 5:00-6:00 PM**



**The Heritage Academy**  
Dept. of Media Science  
Presents



**Ms. Swati Saha**  
Director (Branded content),  
Times studio

**WEBINAR ON**

**Content creation for  
different platforms**

**Register Now**

<https://www.the.academy/Website/RegistrationForm24.aspx>

**24<sup>th</sup> JUNE 3:00-4:00 PM**

 **The Heritage Academy**  
Dept. of Media Science  
Presents

 **WEBINAR ON**  
**Decoding a successful  
PR professional**

**Ms. Ruby Sinha**  
MD  
Kommune Brand Communications

**Register Now**  
<https://www.the.edu.in/WebinarRegistrationFormMD1.aspx>

**01<sup>st</sup> JULY 2020 3:00-4:00 PM**

  
**The Heritage Academy**  
Presents

  
**Mr. Indranil Banerjee**  
Security Partner,  
Facebook Inc., Seattle

**WEBINAR ON**  
**The Art of Computer Security:  
Opportunities Ahead**

**Register Now**  
<https://www.tha.edu.in/WebinarRegForm24.aspx>

**WED 124<sup>th</sup> JUNE 2020 10:30-11:30 AM**



**Ms. Ankita Paul**  
Insights Analyst  
Zeta Global, California, USA



**The Heritage Academy**  
Presents

**WEBINAR ON**

**Future and Scope of Digital Advertising**

**Register Now**

<https://www.zta.edu.in/WebinarRegistrationFormAug17.aspx>

**17th AUG 2022 10:30-11:30 AM**



**The Heritage Academy**  
Dept. of Media Science  
Presents

**WEBINAR ON**  
**Decoding Creativity and  
Art of Art Direction**

**Mr. Ayanangshu Lahiri**  
Associate Creative Director  
Multichannel Unites Group

**Register Now**  
<https://www.the-aha.in/WebinarRegistrationFormAF13.aspx>

**FR 10<sup>th</sup> JULY 4:00-5:00 PM**



**The Heritage Academy**  
Dept. of Media Science  
Presents

**WEBINAR ON**  
**Audio Visual  
& Beyond**

**Mr. Roop Deb**  
Creative Consultant  
Endemol Shine India

**Register Now**  
<https://www.the.edu.in/WebinarRegistrationForm/111.aspx>

**17<sup>th</sup> JULY 3:00-4:00 PM**



Department of Media Science

**THE HERITAGE ACADEMY**



IN COLLABORATION WITH

*Department of Journalism and Mass Communication*

**SARDAR SARBJIT COLLEGE FOR WOMEN**

Presents



**WEBINAR ON**

**AUDACITY FOR AUDIO EDITING**

*"Audacity is a free and open-source digital audio editor and recording application software"*

© Audacity Team 2017-2018

**Prof. Sambit Pal**

Assistant Professor,  
IIMC Dhenkanal

**Register Now** [www.fha.edu.in/Webinar/registration/crm.aspx](http://www.fha.edu.in/Webinar/registration/crm.aspx)

**22<sup>ND</sup> JULY 3:00-4:30 PM**



**The Heritage Academy**  
Department of Technology and Business Communication  
**Sreechandran College for Women**  
perambalur



**USING FREE SOFTWARE TOOLS FOR MEDIA PRODUCTION**

**WEBINAR SERIES**

### Conveners

  
**Dr. Mathangi Balaji**  
 Dean,  
 Department of Media Studies,  
 The Heritage Academy

  
**Dr. Uma Shankar Pandey**  
 Associate Professor of English,  
 JCU, Kuvempu & Visiting Communication  
 Specialist for College for Women, Kuvempu

### Speakers

Mr. Gupta Rakesh	Prof. Arjun Sengupta	Prof. Ramesh Kumar
 Assistant Director, Sree's Group, Arambur, Coimbatore 094492 33330	 Assistant Professor JCU, Kuvempu 094492 33330	 Head, Kuvempu University, Kuvempu 094492 33330
Mr. Suresh Kumar	Dr. Suresh Subramanian	
 Assistant Director, Sree's Group, Arambur, Coimbatore 094492 33330	 Head, Kuvempu University, Kuvempu 094492 33330	

**Fee:**                      **Books:**

20.00.00                      Special recording

20.00.00                      Self-Video class

20.00.00                      Audio-Video class

20.00.00                      Video to Text class

20.00.00                      Video to Text class

20.00.00                      Video to Text class

**Like to join:**                      **To Certificate you to provided**

Mail: [hras@heritageacademy.com](mailto:hras@heritageacademy.com)                      Email: [hras@heritageacademy.com](mailto:hras@heritageacademy.com)

**ONLY 20-24 3.30PM-4.30PM**



Department of Media Science

**THE HERITAGE ACADEMY**



IN COLLABORATION WITH

Department of Humanities and Mass Communication

**SURENBRATH COLLEGE FOR WOMEN**

Presents




**Dr. Suresh Sekarabathi**  
Director,  
EMMRC Pune

**Mr. Gautam Paul**  
Founder, OpenSourceCook,  
Pune

**WEBINAR ON**

**BLENDER FOR 3D MODELING AND ANIMATION**

*"Blender is a free open-source 3D computer graphics software toolset for creating animated films and visual effects."*

~Dr. Suresh Sekarabathi, EMMRC Director

**Register Now**

[www.tha.edu.in/WebinarRegistrationForm.aspx](http://www.tha.edu.in/WebinarRegistrationForm.aspx)

**ON 24<sup>TH</sup> JULY 2020 3:00-4:30 PM**

 Department of Media Science  
**THE HERITAGE ACADEMY**



**IN COLLABORATION WITH**  
Department of Journalism and Mass Communication  
**SUREDRANATH COLLEGE FOR WOMEN**  
Presents

**WEBINAR ON**  
**OPENSLOT FOR VIDEO EDITING**



**Dr. Ipsita Barot**  
Assistant Professor,  
St.Xaviers College (Autonomous), Kolkata

OpenShot is an open source successfully, quick-to-learn video editor  
Learn editing within minutes

**Register Now** [www.tha.edu.in/WebinarRegistrationForm.aspx](http://www.tha.edu.in/WebinarRegistrationForm.aspx)

**20<sup>TH</sup> JULY 2020 3:00-4:30 PM**



# Beyond the **CLASSROOMS**

Organized by:



**HERITAGE ACADEMY FILM FESTIVAL 2020**  
DEDICATED TO THE FILM CREW

Theme: Novel Minimalism  

Supported by:



INDIAN CHAMBER OF COMMERCE



**GOUTAM GHOSE**  
June 3<sup>rd</sup>, 3:30 pm onwards



**PRATIM D. GUPTA**  
June 3<sup>rd</sup>, 4:15 pm onwards



**SRUJIT MUKHERJI**  
June 3<sup>rd</sup>, 5:00 pm onwards



**ARUSHI KAPOOR**  
June 6<sup>th</sup>, 3:30 pm onwards



**SAMYA BHATTACHARYA**  
June 6<sup>th</sup>, 4:15 pm onwards



**TANUJ VIRWANI**  
June 6<sup>th</sup>, 5:00 pm onwards

 @haflsq  
 @thafilmfestival

All proceeds go to Federation of Cine Technicians and Workers of Eastern India

  
Department of Media Science  
THE HERITAGE ACADEMY

Organized by:



**AD ADDA 2020**

Department of Media Science

Supported By:

**ABP EDUCATION**

**Speakers**

**OCTOBER 15<sup>th</sup>**



**Dr. Falguni Vasavada**  
Professor, MICA  
Fashion Blogger



**Anik Dutta**  
Director  
Award Winning Filmmaker



**RJ Agni**  
Radio Mirchi



**Buddhayan Mukherji**  
Award Winning Director  
Ad Filmmaker

**OCTOBER 16<sup>th</sup>**



**R. Belki**  
Filmmaker  
Former Group Chairman  
Lowe Lintas, India



**Prahlad Kaker**  
Advertising Film Director  
Founder, Genesis Film  
Production



**Dr. Mahul Brahma**  
Author, Chief Editor,  
Brand Expert



**Ambi Parmeshwaran**  
Best-selling Author  
Advertising Veteran

# Media Sans Frontiers

Interactive Sessions with Media Stalwarts across the world

The Heritage Academy  
Dept. of Media Science  
Presents  
**Media Sans Frontières**



**Prof. Larra Anderson**  
MFA, SFHEA, FRSA  
Pro Vice-Chancellor Academic  
Nottingham University of the Arts

**How To Construct The Visual Story Structure**

Date: 2<sup>nd</sup> March  
Time: 4.30 P.M. (Indian Time)  
11.00 A.M. (UK Time)



The Heritage Academy  
Dept. of Media Science  
Presents  
**Conversation With**



**Dr. Daya Thussu**  
Professor of International Communication  
Department of Journalism, School of Communication  
Hong Kong Baptist University

**Global Communication Paradigms and Changing Face of News**

Date: 26<sup>th</sup> January  
Time: 2 P.M.



The Heritage Academy  
Dept. of Media Science  
Presents  
**Media Sans Frontières**



**WEBINAR ON**  
Using Social Media for Market Research

Date: January 11, 2021  
Time: 11:00 A.M.

**Dr. Paula Ray**  
Researcher (Marketing)  
Applied International



The Heritage Academy  
Dept. of Media Science  
Presents  
**Media Sans Frontières**



**WEBINAR ON**  
Audience Measurement and Media Fragmentation

Date: December 18, 2020  
Time: 08:00 P.M.  
Platform: <https://youtube.com/c/TheHeritageGroupofInstitutions>

**Dr. Harsh Taneja**  
Associate Professor, Dept. of Advertising  
and College of Media, University of Illinois  
Urbana-Champaign



The Heritage Academy  
Dept. of Media Science  
Presents  
**Media Sans Frontières**



**WEBINAR ON**  
Practical application of communication theory

Date: December 06, 2020  
Time: 11:30 A.M.

**Dr. Diya Erica Basu**  
Strategic Communication Consultant and Researcher on  
Internet Governance Policies &  
Adjunct Faculty, American University, Washington DC





# JournoScope 2021

Interactive session with eminent journalists

Department of Media Science  
**THE HERITAGE ACADEMY**



# Journo SCOPE<sup>20</sup><sub>21</sub>



**KAUSHIK DEKA**

Deputy Editor,  
India Today



**SAI ABISHEK**

Director - Original  
Content, Factual &  
Lifestyle Entertainment,  
Discovery  
Communications India



**GAUTAM  
BHIMANI**

Cricket  
Commentator



**SUVAM PAL**

International  
Journalist,  
Author & Raconteur

**15th and 16th January, 2021**



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## Green Initiative

The whole world is witnessing the impact of Global Warming which is due to excess carbon emission and is causing hazardous effect on the life and health of people all over the globe. Solar Plant is one of the suitable ways to reduce carbon emission in the atmosphere caused by fuel generated energy sources.

India is endowed with solar radiation with irradiation of 4-7 kWh per day, per square meter and enjoys close to 300 sunny days annually. Solar Plant is clean, silent, limitless and free from pollution. Solar Power Plant has 25 years of life and produces energy during peak demand time with minimum operating cost. Solar Plants are modular in nature, easily scalable, can be built relatively fast and range from a few kW to MW scale.

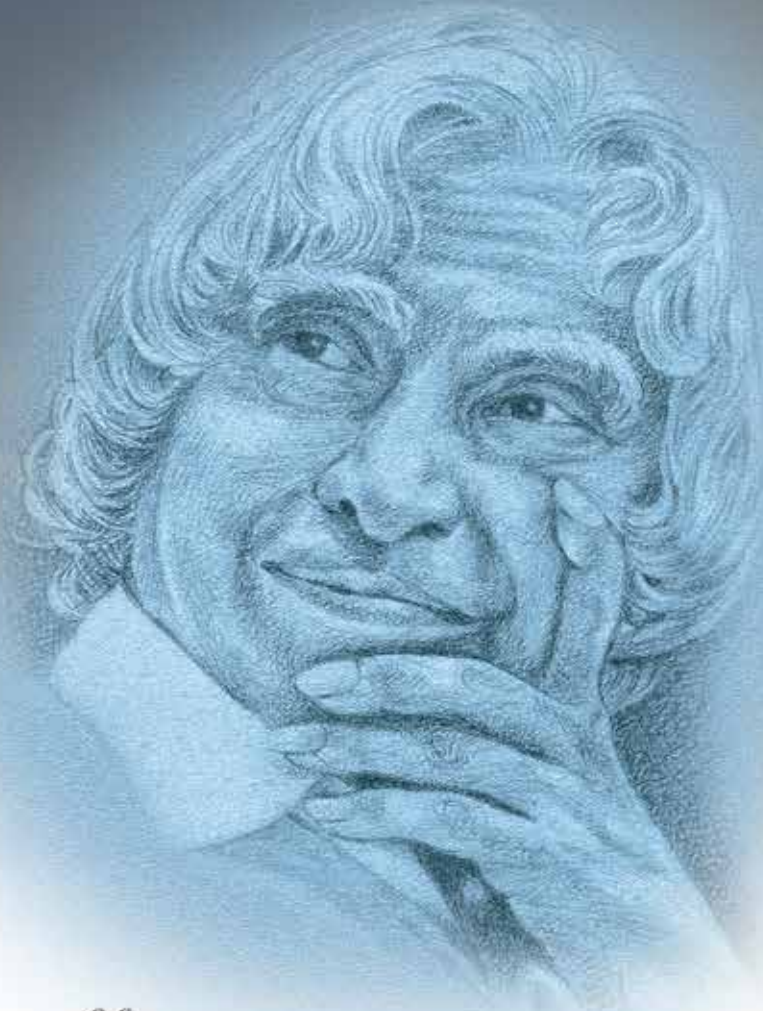
To have a pollution free environment and to meet the scarcity of electricity, the Heritage Group of Institutions have taken a step forward by installing a 100 kWh Stand Alone Roof Top Solar Power Plant at the Heritage Complex with the assistance of WBREDA and MNRE, New Delhi, which is first of its kind in the State of West Bengal. The institute organizes awareness campaigns for conservation of the environment amongst the young students by distributing and planting saplings in the Heritage campus.



## Approach to the Institute

The Heritage campus is located on Chowbaga Road, behind Ruby General Hospital and halfway between the Eastern Metropolitan By-pass and the Basanti Expressway. The campus is exquisitely landscaped with intertwined roads connecting various buildings inside the campus. It provides a tranquil surrounding with a backdrop of lush greenery, which offers an aesthetically pleasing and serene atmosphere, on one hand, and an intellectually stimulating environment, on the other.





*Creativity in education leads to evolution of self  
reliant youth with knowledge and action*

*A. P. J. Abdul Kalam*



## **The Heritage Academy**

(An initiative of Kalyan Bharti Trust)

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