



Laxmi Charitable Trust's  
Sheth L.U.J. College of Arts & Sir M.V. College of Science & Commerce  
Dr. S. Radhakrishnan Marg, Andheri (East), Mumbai 400 069.

### E-Resources for A.Y. 2023-24

Sr. No.	Platform	Links
1	Shodhganga	<a href="https://shodhganga.inflibnet.ac.in/">https://shodhganga.inflibnet.ac.in/</a>
2	Slide share	<a href="https://www.slideshare.net/MVLUCOLLEGE">https://www.slideshare.net/MVLUCOLLEGE</a>
3	KOHA Library	<a href="http://mvlucollege.in/library/">http://mvlucollege.in/library/</a>
4	Research gate	<a href="https://www.researchgate.net/profile/Mahendra_Kanojia/experience">https://www.researchgate.net/profile/Mahendra_Kanojia/experience</a>
5	Rock the IT	<a href="https://rocktheit.com">https://rocktheit.com</a>
6	G-Scholar	<a href="https://scholar.google.com/citations?user=uLI-yfcAAAAJ&amp;hl=en">https://scholar.google.com/citations?user=uLI-yfcAAAAJ&amp;hl=en</a>
7	Kaggle	<a href="https://www.kaggle.com/">https://www.kaggle.com/</a>
8	Library Webpage	<a href="https://mvlucollege.in/library/">https://mvlucollege.in/library/</a>

I/C PRINCIPAL





Laxmi Charitable Trust's  
**Sheth L.U.J. College of Arts & Sir M.V. College of Science & Commerce**  
Dr. S. Radhakrishnan Marg, Andheri (East), Mumbai 400 069.

**ICT TOOLS USED IN THE COLLEGE DURING THE ACADEMIC YEAR 2023-24**

Sr. No.	Name of the TOOL/ Platform	Used In
1	WIFI	Computer science lab, IT Lab and CEC. From Academic Year 2016-2017 Mass Media Lab from 2021-22
2	Students Portal	Mumbai University Digital Portal for Students Resgistration, Hall Tickets, Exam Data.
3	Computer Labs	IT Lab and CS Lab. Computer Lab used for Practicals of B.Sc.IT and B.Sc.CS courses. Media labs to conduct lectures based on practicals topics.
4	Departmental Desktops	Regular Administration work such as Notice, Exam Work, Attendance, Time Table, University work, etc.
5	Departmental Laptops	Regular Administration work such as Notice, Exam Work, Attendance, Time Table, etc.
6	Google Drive	Online data Storage
7	Website of College	Official Face of College on World Wide Web
8	Facebook Page	Social Media Platform of college to connect with others as well as alumina
9	YouTube	<u>InterCollege events like Matinee have active Youtube Presence.</u> <a href="https://www.youtube.com/@matineetadkabm-m-intercolle3982">https://www.youtube.com/@matineetadkabm-m-intercolle3982</a>
10	Instagram Page	<u>Social Media Platform of college to connect with others with instant updates- Matinee Tadka</u> <a href="https://www.instagram.com/matinee_tadka/">https://www.instagram.com/matinee_tadka/</a>
11	AISHE	Platform of college with Higher Education department
12	MKCL	Admission Platform with State Department of Higher Education



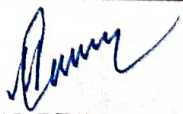
df



Laxmi Charitable Trust's  
**Sheth L.U.J. College of Arts & Sir M.V. College of Science & Commerce**  
Dr. S. Radhakrishnan Marg, Andheri (East), Mumbai 400 069.

13	Shodhganga	The Shodhganga@INFLIBNET Centre provides a platform for research students to deposit their Ph.D. theses and make it available to the entire scholarly community in open access. <a href="https://shodhganga.inflibnet.ac.in/">https://shodhganga.inflibnet.ac.in/</a>
14	Research gate	ResearchGate is the professional network for scientists and researchers. It researchers connect and make it easy for them to share and access scientific output, knowledge, and expertise. Membership is restricted. <a href="https://www.researchgate.net/">https://www.researchgate.net/</a>
15	Slide share	<a href="https://www.slideshare.net/MVLUCOLLEGE">https://www.slideshare.net/MVLUCOLLEGE</a>
16	LCD Projector	Portable Projection Facility used in classroom for teaching of B.Sc.IT, B.Sc.CS, B.Sc.BT and B.M.M./B.A.M.M.C also used for presentation, workshop.
17	Portable Speaker and mic	Used In Auditorium , Events.
18	Photocopy Machine (Copier & Printer)	Photocopy Machine attached to Communication Devices
19	Scanner	High Quality Scanning required for Preserving major data in E Form
20	Intercom Facility	Intercom in Office
21	KOHA Library	Software for University Libraries (KOHA) is an integrated library management software used for maintaining records of the books of the library.
22	Electronic Devices (LAB)	Electronics Kit Used in IT ,1. Digital Electronic Kit 2. Microprocessor Kit, 3. Raspberry Pi Kit, 4. Logic Circuit Kit.
23	Custom ERP Admin	Admission and Accounts
24	Google Classroom	<a href="https://drive.google.com/file/d/1G_I5-GbOKTP_h4W_PTd9eVYfChauXz2o5/view?usp=drive_link">https://drive.google.com/file/d/1G_I5-GbOKTP_h4W_PTd9eVYfChauXz2o5/view?usp=drive_link</a>



  
I/C PRINCIPAL

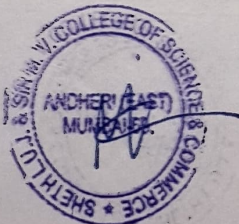
DL



Laxmi Charitable Trust's  
Sheth L.U.J. College of Arts & Sir M.V. College of Science & Commerce  
Dr. S. Radhakrishnan Marg, Andheri (East), Mumbai 400 069.

Department of B.A. in Multimedia and Mass Communication (as per latest academic year 2023-24)

Semester : I				
	Sr. No.	Chapter Name	Content Type	Links
Fundamentals of Mass Communication	1	History of Mass communication	VIDEO	<a href="https://youtu.be/A4XuESea9J0?si=rArcbyctfC4tocNF">https://youtu.be/A4XuESea9J0?si=rArcbyctfC4tocNF</a>
	2	Impact of Mass Media on Society	VIDEO	<a href="https://youtu.be/DyJ9AA8KJYM?si=JL1_vuoG1OIL4kKC">https://youtu.be/DyJ9AA8KJYM?si=JL1_vuoG1OIL4kKC</a>
	3	The New Media and media convergence	VIDEO	<a href="https://youtu.be/XeIUPskVemg?si=J-ExyvIPN5SQiOod">https://youtu.be/XeIUPskVemg?si=J-ExyvIPN5SQiOod</a>
Foundation Course- I	1	Overview of Indian Society	VIDEO	<a href="https://youtu.be/5TJ_MMgZBig?si=htn77gl_a6lWgg3f">https://youtu.be/5TJ_MMgZBig?si=htn77gl_a6lWgg3f</a>
	2	The Indian Constitution	VIDEO	<a href="https://youtu.be/8-Xb4O15_H0?si=D82fm2RO7QytZ9p-">https://youtu.be/8-Xb4O15_H0?si=D82fm2RO7QytZ9p-</a>
	3	Concept of Disparity	VIDEO	<a href="https://youtu.be/O-Hp3sIFRse?si=SSdaL_vOgSTTVhYv">https://youtu.be/O-Hp3sIFRse?si=SSdaL_vOgSTTVhYv</a>
Visual Communication	1	Introduction to Visual Communication	VIDEO	<a href="https://youtu.be/E1whkAIDHYk?si=Wui2u0ohBSfYleG3">https://youtu.be/E1whkAIDHYk?si=Wui2u0ohBSfYleG3</a>
	2	Colors and Design in Visual Communication	VIDEO	<a href="https://youtu.be/6NhNVFiJl3M?si=6Se4wmZE_Do7_9hi">https://youtu.be/6NhNVFiJl3M?si=6Se4wmZE_Do7_9hi</a>
	3	Visual communication in the age of social media	VIDEO	<a href="https://youtu.be/FTYMSulvnyw?si=UQXDkb4dB4U4tVJO9">https://youtu.be/FTYMSulvnyw?si=UQXDkb4dB4U4tVJO9</a>
History of Media	1	Evolution of Press in India	VIDEO	<a href="https://youtu.be/ojlcXoS1gJY?si=O4yNkkU12YJnE892">https://youtu.be/ojlcXoS1gJY?si=O4yNkkU12YJnE892</a>
	2	History of Radio and Television in India	VIDEO	<a href="https://youtu.be/oCKxrz-G55g?si=Nebpt3Rc4NocC51Z">https://youtu.be/oCKxrz-G55g?si=Nebpt3Rc4NocC51Z</a>
	3	Role of Media icons in the history of Indian Media	VIDEO	<a href="https://youtu.be/Bd5gAcjltHM?si=CICMilqQoFYeC3Lw">https://youtu.be/Bd5gAcjltHM?si=CICMilqQoFYeC3Lw</a>
Effective Communication- I	1	Communication-Listening Skills	VIDEO	<a href="https://youtu.be/mupUqGA6gk0?si=U5sQdX8emiAfJ_Vc">https://youtu.be/mupUqGA6gk0?si=U5sQdX8emiAfJ_Vc</a>
	2	Thinking and Presentation	VIDEO	<a href="https://youtu.be/42IGWWVVvas?si=t8epw4oO6BZNK1C2">https://youtu.be/42IGWWVVvas?si=t8epw4oO6BZNK1C2</a>
	3	Translation	VIDEO	<a href="https://youtu.be/KQO41Or-kTg?si=41nXBYTEvcjuR7d">https://youtu.be/KQO41Or-kTg?si=41nXBYTEvcjuR7d</a>
Current Affairs	1	Communal tensions	VIDEO	<a href="https://youtu.be/LwMutPnXnoA?si=utvaj84asLAFPOFE">https://youtu.be/LwMutPnXnoA?si=utvaj84asLAFPOFE</a>
	2	The latest news on floods and drought, unemployment, health issues, etc	VIDEO	<a href="https://youtu.be/CCHW_NTQJcs?si=OGH59GAYwd_eol62">https://youtu.be/CCHW_NTQJcs?si=OGH59GAYwd_eol62</a>
	3	Digital gaming in India	VIDEO	<a href="https://youtu.be/hKH4bQl-u-0?si=ma3VYIkV3E7J0b7l">https://youtu.be/hKH4bQl-u-0?si=ma3VYIkV3E7J0b7l</a>

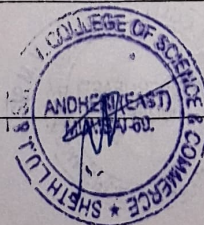


*Handwritten signature/initials*



Laxmi Charitable Trust's  
Sheth L.U.J. College of Arts & Sir M.V. College of Science & Commerce  
Dr. S. Radhakrishnan Marg, Andheri (East), Mumbai 400 069.

Semester : II				
	Sr. No.	Chapter Name	Content Type	Links
Introduction to Advertising	1	Introduction to Advertising	VIDEO	<a href="https://youtu.be/bJ4TOBc1EeU">https://youtu.be/bJ4TOBc1EeU</a>
	2	Types of Advertising	VIDEO	<a href="https://youtu.be/FP_hM86b8Ec">https://youtu.be/FP_hM86b8Ec</a>
	3	Ethics and laws in advertising	VIDEO	<a href="https://youtu.be/j9AEtFdb1_4">https://youtu.be/j9AEtFdb1_4</a>
	4	Social, cultural and economic impact of advertising	VIDEO	<a href="https://youtu.be/BL3FdQuViNA">https://youtu.be/BL3FdQuViNA</a>
	5	Theories of Advertising	VIDEO	<a href="https://youtu.be/3Y1btOg6VUs">https://youtu.be/3Y1btOg6VUs</a>
	6	Integrated marketing communication	VIDEO	<a href="https://youtu.be/uuFGD7eCrhc">https://youtu.be/uuFGD7eCrhc</a>
	7	Print Media and out of home media	VIDEO	<a href="https://youtu.be/NPW3wEyY1r0">https://youtu.be/NPW3wEyY1r0</a>
	8	Broadcast Media	VIDEO	<a href="https://youtu.be/Lg4ERWisBqU">https://youtu.be/Lg4ERWisBqU</a>
	9	Public Relation	VIDEO	<a href="https://youtu.be/7yq34Wb4fNs">https://youtu.be/7yq34Wb4fNs</a>
	10	Sales Promotion and Direct marketing	VIDEO	<a href="https://youtu.be/bBJDeI24waU">https://youtu.be/bBJDeI24waU</a>
	11	Introduction to creativity	VIDEO	<a href="https://youtu.be/zfQyiS7A_oc">https://youtu.be/zfQyiS7A_oc</a>
	12	Role of different elements in ads	VIDEO	<a href="https://youtu.be/GzcQuNIDZ-o">https://youtu.be/GzcQuNIDZ-o</a>
	13	Elements of copy	VIDEO	<a href="https://youtu.be/agVdhsPY53A">https://youtu.be/agVdhsPY53A</a>
	14	Types of advertising agency	VIDEO	<a href="https://youtu.be/h6kucKbossM">https://youtu.be/h6kucKbossM</a>
	15	Various departments in an agency	VIDEO	<a href="https://youtu.be/RCvUfzClGg0">https://youtu.be/RCvUfzClGg0</a>
	16	Latest trends	VIDEO	<a href="https://youtu.be/UglBtucPx-8">https://youtu.be/UglBtucPx-8</a>
Foundation Course - II	1	Globalisation and Indian Society	VIDEO	<a href="https://youtu.be/lzwNXkC16SY">https://youtu.be/lzwNXkC16SY</a>
			VIDEO	<a href="https://youtu.be/lzwNXkC16SY">https://youtu.be/lzwNXkC16SY</a>
	2	Human Rights	VIDEO	<a href="https://youtu.be/s90GfHIpfnA">https://youtu.be/s90GfHIpfnA</a>
	3	Ecology	VIDEO	<a href="https://youtu.be/bKWRcBqKGLU">https://youtu.be/bKWRcBqKGLU</a>
	4	Understanding stress and conflict	VIDEO	<a href="https://youtu.be/oZrSC-Ju_C4">https://youtu.be/oZrSC-Ju_C4</a>
5	Managing stress and conflict in contemporary society	VIDEO	<a href="https://youtu.be/tYobvVWBsEo">https://youtu.be/tYobvVWBsEo</a>	
Introduction to Journalism	1	History of Journalism : Gutenberg to new media	VIDEO	<a href="https://youtu.be/Q_hzFb5DR2U">https://youtu.be/Q_hzFb5DR2U</a>
	2	Journalism in India	VIDEO	<a href="https://youtu.be/wc7EvPgWx7E">https://youtu.be/wc7EvPgWx7E</a>
	3	The digital age and citizen journalism	VIDEO	<a href="https://youtu.be/itPC8oEoKz8">https://youtu.be/itPC8oEoKz8</a>
	4	The news	VIDEO	<a href="https://youtu.be/8_NmVtnEEA8">https://youtu.be/8_NmVtnEEA8</a>
	5	News values and its types	VIDEO	<a href="https://youtu.be/ITeloVa9gn4">https://youtu.be/ITeloVa9gn4</a>
	6	News Sources	VIDEO	<a href="https://youtu.be/_ikLRfte15o">https://youtu.be/_ikLRfte15o</a>
	7	News writing	VIDEO	<a href="https://youtu.be/xo-PpA4H_Bk">https://youtu.be/xo-PpA4H_Bk</a>
	8	writing a lead and its types	VIDEO	<a href="https://youtu.be/6HXIFHa1VZ0">https://youtu.be/6HXIFHa1VZ0</a>
	9	principles and role of journalism	VIDEO	<a href="https://youtu.be/9RyA8EoMlxg">https://youtu.be/9RyA8EoMlxg</a>
	10	writing for broadcast and online	VIDEO	<a href="https://youtu.be/N-1eD0n0k3o">https://youtu.be/N-1eD0n0k3o</a>
	11	organisational structure of newspaper	VIDEO	<a href="https://youtu.be/X_Ytdb5DnOY">https://youtu.be/X_Ytdb5DnOY</a>
	12	careers and trends in journalism	VIDEO	<a href="https://youtu.be/gc7fSrOrIEs">https://youtu.be/gc7fSrOrIEs</a>



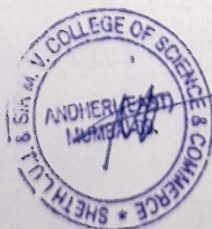
Handwritten signature



Laxmi Charitable Trust's  
Sheth L.U.J. College of Arts & Sir M.V. College of Science & Commerce  
Dr. S. Radhakrishnan Marg, Andheri (East), Mumbai 400 069.

Media, Gender and Culture	1	Introduction to Cultural Studies	VIDEO	<a href="https://youtu.be/viTL_Uo4-Bg?feature=shared">https://youtu.be/viTL_Uo4-Bg?feature=shared</a>
	2	Concepts related to culture	VIDEO	<a href="https://www.youtube.com/live/eujoX_XCMQ00?feature=shared">https://www.youtube.com/live/eujoX_XCMQ00?feature=shared</a>
	3	Theories of Culture	VIDEO	<a href="https://youtu.be/-qG9bTluQcg?feature=shared">https://youtu.be/-qG9bTluQcg?feature=shared</a>
	4	Globalization and Media Culture	VIDEO	<a href="https://youtu.be/kVAztNvOrHQ?feature=shared">https://youtu.be/kVAztNvOrHQ?feature=shared</a>
	5	Digital media Culture	VIDEO	<a href="https://youtu.be/NqfXxtwkiyl?feature=shared">https://youtu.be/NqfXxtwkiyl?feature=shared</a>
Content Writing	1	Foundation	VIDEO	<a href="https://www.youtube.com/watch?v=X9EO77ibZYg">https://www.youtube.com/watch?v=X9EO77ibZYg</a>
	2	editing skills	VIDEO	<a href="https://www.youtube.com/watch?v=36TzC9W-Pfs">https://www.youtube.com/watch?v=36TzC9W-Pfs</a>
	3	presentation tools and techniques	VIDEO	<a href="https://davenport.libguides.com/com120/presentation">https://davenport.libguides.com/com120/presentation</a>
	5	writing for the web	VIDEO	<a href="https://www.youtube.com/watch?v=WvFxUBbvIDQ">https://www.youtube.com/watch?v=WvFxUBbvIDQ</a>
Effective Communication	1	Report Writing	VIDEO	<a href="https://youtu.be/860LtRxP3rw">https://youtu.be/860LtRxP3rw</a>
	2	Organisational Writing (Trade Letters)	VIDEO	<a href="https://youtu.be/NPJaiU5hv0A">https://youtu.be/NPJaiU5hv0A</a>
	3	Editing and Paragraph Writing	VIDEO	<a href="https://youtu.be/DPaU8kYS3ml">https://youtu.be/DPaU8kYS3ml</a>
	4	Summary Writing	VIDEO	<a href="https://youtu.be/AEwmts9MqGs">https://youtu.be/AEwmts9MqGs</a>
	5	Interpretation of Technical Data	VIDEO	<a href="https://youtu.be/T7U09Y2OOC4">https://youtu.be/T7U09Y2OOC4</a>

*Abhinav*



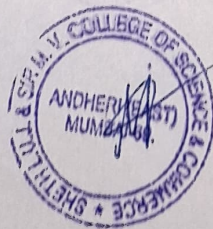


Taxem Charitable Trusts

Sheth L.U.J. College of Arts & Sir M.V. College of Science & Commerce  
Dr. S. Radhakrishnan Marg, Andheri (East), Mumbai 400 069.

Semester : III				
	Sr. No.	Chapter Name	Content Type	Links
Corporate Communication and Public Relations	1	Introduction to Corporate Communication	VIDEO	<a href="https://youtu.be/z4WJjgsBYlc?si=kewum7JdvrLCqeON">https://youtu.be/z4WJjgsBYlc?si=kewum7JdvrLCqeON</a>
	2	Theories and Tools of Public Relations	VIDEO	<a href="https://youtu.be/kYvKriN5Fra?si=_s7pv1JnYCRUOBSS">https://youtu.be/kYvKriN5Fra?si=_s7pv1JnYCRUOBSS</a>
	3	Employee Communication	VIDEO	<a href="https://youtu.be/6sHdkDPnBnM?si=JLONN8JfUWJW-Em">https://youtu.be/6sHdkDPnBnM?si=JLONN8JfUWJW-Em</a>
Radio Program Production-I	1	The Script	VIDEO	<a href="https://youtu.be/3YwXLUtD6o?si=WjydydxzqyTJzEeg">https://youtu.be/3YwXLUtD6o?si=WjydydxzqyTJzEeg</a>
	2	The Radio Studio- Studio Layout	VIDEO	<a href="https://youtu.be/YLAqlkUO4-s?si=3wYSJK1dmv9k89M">https://youtu.be/YLAqlkUO4-s?si=3wYSJK1dmv9k89M</a>
	3	Interviewing	VIDEO	<a href="https://youtu.be/9bHHzgp-Di8?si=DQ4be_PhghjGHf-f">https://youtu.be/9bHHzgp-Di8?si=DQ4be_PhghjGHf-f</a> <a href="https://www.youtube.com/watch?v=9RPKH6BVeoM">https://www.youtube.com/watch?v=9RPKH6BVeoM</a>
Media Studies	1	Propaganda and propaganda theory	VIDEO	<a href="https://www.youtube.com/watch?v=9RPKH6BVeoM">https://www.youtube.com/watch?v=9RPKH6BVeoM</a>
	2	Theories on media effects	VIDEO	<a href="https://youtu.be/gaT46Vu_Daw?si=yZqywg2cYhsIH5Yy">https://youtu.be/gaT46Vu_Daw?si=yZqywg2cYhsIH5Yy</a>
	3	Meaning making perspectives	VIDEO	<a href="https://youtu.be/CyOPTX_CKFA?si= SX-IVYHg7rUkz8vY">https://youtu.be/CyOPTX_CKFA?si= SX-IVYHg7rUkz8vY</a>
Introduction to Photography	1	Aperture: The iris of the camera	VIDEO	<a href="https://youtu.be/YoJL7UQTVhe?si=8aqGL2c1LEo_rBh_">https://youtu.be/YoJL7UQTVhe?si=8aqGL2c1LEo_rBh_</a>
	2	Types of lenses: The right one for the task at hand	VIDEO	<a href="https://youtu.be/hvXWSSnsn-g?si=lpWw8UaP3nrdo5q">https://youtu.be/hvXWSSnsn-g?si=lpWw8UaP3nrdo5q</a>
	3	Rules of composition	VIDEO	<a href="https://youtu.be/MYlgjIhweYw?si=-Gyw2wqPu7iSxnxg">https://youtu.be/MYlgjIhweYw?si=-Gyw2wqPu7iSxnxg</a>
Film Communication-I	1	History: Still pictures to moving images.	VIDEO	<a href="https://youtu.be/86X85MMedzk?si=q_UJTQYg2kM9RnOC">https://youtu.be/86X85MMedzk?si=q_UJTQYg2kM9RnOC</a>
	2	The Early Cinema: 1895 to 1950	VIDEO	<a href="https://youtu.be/VDkXj17Nk74?si=edoyebejx9OIGjba">https://youtu.be/VDkXj17Nk74?si=edoyebejx9OIGjba</a>
	3	Mainstream Indian Cinema and parallel Indian cinema	VIDEO	<a href="https://youtu.be/nMunS2GEwjU?si=iHPv-CSC53gA3gKz">https://youtu.be/nMunS2GEwjU?si=iHPv-CSC53gA3gKz</a>
Computers and Multimedia-I	1	Introduction to Photoshop	VIDEO	<a href="https://youtu.be/xTzvQkOIH2U?si=y84XFKeo-t6aPBjh">https://youtu.be/xTzvQkOIH2U?si=y84XFKeo-t6aPBjh</a>
	2	Introduction to CorelDraw	VIDEO	<a href="https://youtu.be/mbpoxL_kCNE?si=zqXgDnWFJmpom3QS">https://youtu.be/mbpoxL_kCNE?si=zqXgDnWFJmpom3QS</a>
	3	Introduction to Quark Xpress	VIDEO	<a href="https://youtu.be/1HrhU03AaY?si=B4ypQZrA6Ms82ztc">https://youtu.be/1HrhU03AaY?si=B4ypQZrA6Ms82ztc</a>

*Handwritten signature*



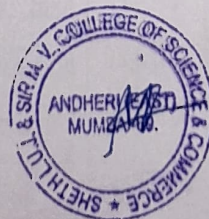


Laxmi Charitable Trust's

Sheth L.U.J. College of Arts & Sir M.V. College of Science & Commerce  
Dr. S. Radhakrishnan Marg, Andheri (East), Mumbai 400 069.

Semester : IV			
Sr. No.	Chapter Name	Content Type	Links
1	Core values of the Constitution	VIDEO	<a href="https://youtu.be/gnpW1TEI8lg">https://youtu.be/gnpW1TEI8lg</a>
2	Freedom of expression	VIDEO	<a href="https://youtu.be/ASjt9eNvqUk">https://youtu.be/ASjt9eNvqUk</a>
3	Judicial Infrastructure	VIDEO	<a href="https://youtu.be/L1WuUOuuJ98">https://youtu.be/L1WuUOuuJ98</a>
4	Social Responsibility	VIDEO	<a href="https://youtu.be/n-GwBMXpUXc">https://youtu.be/n-GwBMXpUXc</a>
5	Social Media	VIDEO	<a href="https://youtu.be/3b7u0yGkbgU">https://youtu.be/3b7u0yGkbgU</a>
6	Press Council of India	VIDEO	<a href="https://youtu.be/h2TbrjJfY2E">https://youtu.be/h2TbrjJfY2E</a>
7	TRAI Telecom Regulatory Authority of India	VIDEO	<a href="https://youtu.be/3mhYQ2wv7iA">https://youtu.be/3mhYQ2wv7iA</a>
8	Indian Broadcasting Foundation	VIDEO	<a href="https://youtu.be/Yh6r5SRITx4">https://youtu.be/Yh6r5SRITx4</a>
9	Advertising standards council of india	VIDEO	<a href="https://youtu.be/2Mpi1KYEels">https://youtu.be/2Mpi1KYEels</a>
10	News Broadcasters Association	VIDEO	<a href="https://youtu.be/DMb-4IR3py8">https://youtu.be/DMb-4IR3py8</a>
11	copyright and IPR	VIDEO	<a href="https://youtu.be/YvNfzl3crJU">https://youtu.be/YvNfzl3crJU</a>
12	Defamation	VIDEO	<a href="https://youtu.be/7TYPaSfzDQQ">https://youtu.be/7TYPaSfzDQQ</a>
13	The information technology act, 2000	VIDEO	<a href="https://youtu.be/czDzUPIHclQ">https://youtu.be/czDzUPIHclQ</a>
14	Contempt of Court act, 1971	VIDEO	<a href="https://youtu.be/YZ5TZNA_dck">https://youtu.be/YZ5TZNA_dck</a>
15	Drugs and magical remedies act, 1954	VIDEO	<a href="https://youtu.be/mLWR7g4S9ic">https://youtu.be/mLWR7g4S9ic</a>
16	Emblems and names act	VIDEO	<a href="https://youtu.be/tL43PwnbAmQ">https://youtu.be/tL43PwnbAmQ</a>
17	Right to Privacy	VIDEO	<a href="https://youtu.be/Gsw0t_gBfq4">https://youtu.be/Gsw0t_gBfq4</a>
18	Indecent Representation of Women s Act	VIDEO	<a href="https://youtu.be/scORqANLIJQ">https://youtu.be/scORqANLIJQ</a>
19	Unfair Trade Practices	VIDEO	<a href="https://youtu.be/OYh8JayZOaM">https://youtu.be/OYh8JayZOaM</a>
20	competition act	VIDEO	<a href="https://youtu.be/Q5UtnrS1v_w">https://youtu.be/Q5UtnrS1v_w</a>
21	official secrets act	VIDEO	<a href="https://youtu.be/L8UyJKLnhSk">https://youtu.be/L8UyJKLnhSk</a>
22	right to Information act, 2005	VIDEO	<a href="https://youtu.be/actbliK5iAQ">https://youtu.be/actbliK5iAQ</a>
23	ethics	VIDEO	<a href="https://youtu.be/RybdUv0GfKc">https://youtu.be/RybdUv0GfKc</a>
24	Ethical Responsibility of Journalist	VIDEO	<a href="https://youtu.be/FBU0i7BNiXQ">https://youtu.be/FBU0i7BNiXQ</a>
25	Fake News	VIDEO	<a href="https://youtu.be/L15V4mFIXBE">https://youtu.be/L15V4mFIXBE</a>
26	Ethical Responsibility of Advertisers	VIDEO	<a href="https://youtu.be/_2IEQAnkcBA">https://youtu.be/_2IEQAnkcBA</a>
27	Stereotyping	VIDEO	<a href="https://youtu.be/-noyvha23M8">https://youtu.be/-noyvha23M8</a>

Media Laws & Ethics



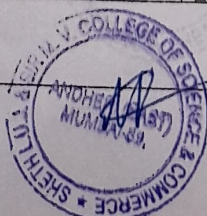
*Handwritten signature/initials*



Laxmi Charitable Trust's  
**Sheth L.U.J. College of Arts & Sir M.V. College of Science & Commerce**  
 Dr. S. Radhakrishnan Marg, Andheri (East), Mumbai 400 069.

<b>Film Communication - II</b>	1	Regional Cinema	VIDEO	<a href="https://youtu.be/8eNFFGE7wsA">https://youtu.be/8eNFFGE7wsA</a>
	2	Hindi Cinema	VIDEO	<a href="https://youtu.be/mx8pCI0DzXU">https://youtu.be/mx8pCI0DzXU</a>
	3	Cinema now	VIDEO	<a href="https://youtu.be/tYrSoE6IbiM">https://youtu.be/tYrSoE6IbiM</a>
	4	film making	VIDEO	<a href="https://youtu.be/reVdmq8mrzs">https://youtu.be/reVdmq8mrzs</a>
	5	film culture	VIDEO	<a href="https://youtu.be/6whwk-Ums6c">https://youtu.be/6whwk-Ums6c</a>
<b>Computer and Multimedia - II</b>	1	Photoshop: Advanced Images Editing	VIDEO	<a href="https://www.youtube.com/watch?v=7XQzvCnzi5A">https://www.youtube.com/watch?v=7XQzvCnzi5A</a> , <a href="https://www.youtube.com/watch?v=UverxE4MjvU">https://www.youtube.com/watch?v=UverxE4MjvU</a> ,
	3	InDesign -Layout software	VIDEO	<a href="https://www.youtube.com/watch?v=0eqhUFRlvgI">https://www.youtube.com/watch?v=0eqhUFRlvgI</a>
	5	Adobe Dreamweaver: Web Designing Software	VIDEO	<a href="https://www.youtube.com/watch?v=csbEblKnTQA">https://www.youtube.com/watch?v=csbEblKnTQA</a>

Semester : V				
	Sr. No.	Chapter Name	Content Type	Links
Brand Building	1	Brand Identity & Brand personality	VIDEO	<a href="https://www.youtube.com/watch?v=4Ofc4k-EV6g">https://www.youtube.com/watch?v=4Ofc4k-EV6g</a>
	2	Brand Leveraging	VIDEO	<a href="https://www.youtube.com/watch?v=RIYdTWpS6LA">https://www.youtube.com/watch?v=RIYdTWpS6LA</a>
	3	Brand Imperatives	VIDEO	<a href="https://www.youtube.com/watch?v=GyayFBS5iRw">https://www.youtube.com/watch?v=GyayFBS5iRw</a>
Agency Management	1	Advertising campaign Management	VIDEO	<a href="https://www.youtube.com/watch?v=0VtSDWsqJbM&amp;t=107s">https://www.youtube.com/watch?v=0VtSDWsqJbM&amp;t=107s</a>
	2	Business Plan for Setting up ad Agency	VIDEO	<a href="https://www.youtube.com/watch?v=8-QzR5XjIJ0">https://www.youtube.com/watch?v=8-QzR5XjIJ0</a>
	3	Agency Compensation	VIDEO	<a href="https://www.youtube.com/watch?v=hxI0_kagGj4">https://www.youtube.com/watch?v=hxI0_kagGj4</a>
Consumer Behaviour	1	Stereotyping in advertising.	VIDEO	<a href="https://www.youtube.com/watch?v=0wCCzoFwgA">https://www.youtube.com/watch?v=0wCCzoFwgA</a>
	2	Diffusion & Adoption Process.	VIDEO	<a href="https://www.youtube.com/watch?v=Qbheq-ggY4M">https://www.youtube.com/watch?v=Qbheq-ggY4M</a>
	3	Need to study Consumer Behaviour.	VIDEO	<a href="https://www.youtube.com/watch?v=v1q1nnPCcKw">https://www.youtube.com/watch?v=v1q1nnPCcKw</a>
Copy Writing	1	Idea generation techniques	VIDEO	<a href="https://www.youtube.com/watch?v=aFGAmk3ljIs">https://www.youtube.com/watch?v=aFGAmk3ljIs</a>
	2	Writing Persusive copy	VIDEO	<a href="https://www.youtube.com/watch?v=EqEvSuh6Syo">https://www.youtube.com/watch?v=EqEvSuh6Syo</a>
	3	Advertising Appeals	VIDEO	<a href="https://www.youtube.com/watch?v=vpwYsGUIT8">https://www.youtube.com/watch?v=vpwYsGUIT8</a>



*Handwritten signature/initials*

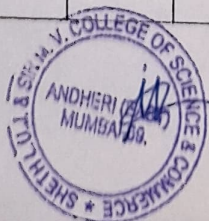


Laxmi Charitable Trust's

Sheth L.U.J. College of Arts & Sir M.V. College of Science & Commerce  
Dr. S. Radhakrishnan Marg, Andheri (East), Mumbai 400 069.

Advertising and Marketing Research	1	Research Methodology	VIDEO	<a href="https://www.youtube.com/watch?v=hECPeKy5tPM&amp;list=PLyebJ3xNTVUmlJpA5majoC8glS5mfOock&amp;index=2">https://www.youtube.com/watch?v=hECPeKy5tPM&amp;list=PLyebJ3xNTVUmlJpA5majoC8glS5mfOock&amp;index=2</a>
	2	Sampling methods	VIDEO	<a href="https://www.youtube.com/watch?v=J5medyVv-U5&amp;t=830s">https://www.youtube.com/watch?v=J5medyVv-U5&amp;t=830s</a>
	3	Physiological rating scales	VIDEO	<a href="https://www.youtube.com/watch?v=m9cR20kIhvA">https://www.youtube.com/watch?v=m9cR20kIhvA</a>
Social Media Marketing	1	Types of Digital Marketing	VIDEO	<a href="https://www.youtube.com/watch?v=1D-C1h3wzN8">https://www.youtube.com/watch?v=1D-C1h3wzN8</a>
	2	Instagram Marketing	VIDEO	<a href="https://www.youtube.com/watch?v=T8P5K15Ee8s">https://www.youtube.com/watch?v=T8P5K15Ee8s</a>
	3	Facebook Marketing	VIDEO	<a href="https://www.youtube.com/watch?v=819jbS4_GxE&amp;t=54s">https://www.youtube.com/watch?v=819jbS4_GxE&amp;t=54s</a>

Semester : VI				
	Sr. No.	Chapter Name	Content Type	Links
Brand Management	1	Introduction to Brand Management	VIDEO	<a href="https://youtu.be/Nui9cWeK270">https://youtu.be/Nui9cWeK270</a>
	2	Planning & Implementing Brand Marketing Programs	VIDEO	<a href="https://youtu.be/ARxYdRRMigk">https://youtu.be/ARxYdRRMigk</a>
	3	Measuring and Interpreting Brand Performance	VIDEO	<a href="https://youtu.be/4Pz7qqz_LGM">https://youtu.be/4Pz7qqz_LGM</a>
Digital Media	1	Introduction to Digital Marketing	VIDEO	<a href="https://youtu.be/RNh8VHc8qkk">https://youtu.be/RNh8VHc8qkk</a>
	2	Search Engine Optimization (SEO)	VIDEO	<a href="https://youtu.be/bLUKlgY8MTE">https://youtu.be/bLUKlgY8MTE</a>
	3	Search Engine Marketing (SEM)	VIDEO	<a href="https://youtu.be/6z02pcgx9Pg">https://youtu.be/6z02pcgx9Pg</a>
	4	Social Media Marketing (SMM)	VIDEO	<a href="https://youtu.be/toZrqSyIFYA">https://youtu.be/toZrqSyIFYA</a>
	5	Email Marketing	VIDEO	<a href="https://youtu.be/OiNms2Muf-0">https://youtu.be/OiNms2Muf-0</a>
	6	Web Analytics	VIDEO	<a href="https://youtu.be/6teny5P340k">https://youtu.be/6teny5P340k</a>
	7	Affiliate Marketing and Programmatic Marketing	VIDEO	<a href="https://youtu.be/47aobf6zGFY">https://youtu.be/47aobf6zGFY</a>
	8	Content Writing	VIDEO	<a href="https://youtu.be/XOGxKlyFR_Y">https://youtu.be/XOGxKlyFR_Y</a>



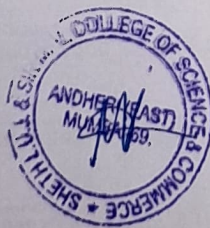
*Handwritten signature/initials*



Laxmi Charitable Trust's

**Sheth L.U.J. College of Arts & Sir M.V. College of Science & Commerce**  
**Dr. S. Radhakrishnan Marg, Andheri (East), Mumbai 400 069.**

	9	Cyber Laws	VIDEO	<a href="https://youtu.be/ZFHCZt5VnMs">https://youtu.be/ZFHCZt5VnMs</a>
<b>Advertising Design</b>	1	Role of Agency Departments	VIDEO	<a href="https://youtu.be/RCvUfzCIGg0">https://youtu.be/RCvUfzCIGg0</a>
	2	Process of Design	VIDEO	<a href="https://youtu.be/0-jSpfgtmJY">https://youtu.be/0-jSpfgtmJY</a>
	3	Art Direction	VIDEO	<a href="https://youtu.be/SEj0m7QbjPI">https://youtu.be/SEj0m7QbjPI</a>
	4	Analysing Ads & Logos	VIDEO	<a href="https://youtu.be/auPhrWCoyVQ">https://youtu.be/auPhrWCoyVQ</a>
<b>Media Planning and Buying</b>	1	Introduction to Media Planning and Selection	VIDEO	<a href="http://shorturl.at/izCL9">shorturl.at/izCL9</a>
	2	Sources of Media Research	VIDEO	<a href="https://www.library.illinois.edu/hpnl/tutorials/primary-sources/">https://www.library.illinois.edu/hpnl/tutorials/primary-sources/</a>
	3	Media Planning Process and Criteria for Selecting Media Vehicle	VIDEO	<a href="https://www.youtube.com/watch?v=y5nhjNqJCDg&amp;t=21s">https://www.youtube.com/watch?v=y5nhjNqJCDg&amp;t=21s</a>
	4	Selection of Suitable Media Vehicles	VIDEO	<a href="https://pressbooks.senecacollege.ca/buscomm/chapter/2-3-selecting-appropriate-channels/">https://pressbooks.senecacollege.ca/buscomm/chapter/2-3-selecting-appropriate-channels/</a>
	5	Negotiation Skills in Media Buying	VIDEO	<a href="https://www.wrapbook.com/blog/media-buying">https://www.wrapbook.com/blog/media-buying</a>



*Handwritten signature*



Laxmi Charitable Trust's  
**Sheth L.U.J. College of Arts & Sir M.V. College of Science & Commerce**  
Dr. S. Radhakrishnan Marg, Andheri (East), Mumbai 400 069.

Department of Biotechnology

Google Classroom E-Resources A.Y. 2023-24

### F.Y.B.Sc. Biotechnology

Classroom > FYBT 2023-24 Sem I II

Stream Classwork People Grades

- Unit 1: Karyotype and Ideogram Posted Aug 4, 2023
- Unit 2: DNA Replication Posted Sep 19, 2023
  - DNA Replication.pptm PowerPoint
  - Bidirectional & Rolling Cir... PowerPoint

View material

Classroom > FYBT 2023-24 Sem I II

Stream Classwork People Grades

Microbiology-1

- USBT 102 Unit 1 Posted Nov 2, 2023
- USBT 102 Unit 3 Microscopy and stains Posted Sep 17, 2023
  - MICROSCOPY AND STAI... PowerPoint

View material



DU



Laxmi Charitable Trust's  
**Sheth L.U.J. College of Arts & Sir M.V. College of Science & Commerce**  
Dr. S. Radhakrishnan Marg, Andheri (East), Mumbai 400 069.

The screenshot shows a Google Classroom interface for a course titled "205 Physiology and Immunology". The page is viewed from a desktop browser. On the left, there is a navigation sidebar with options like Home, Calendar, Teaching, and To review. The main content area shows a list of units and materials. The units listed are "Unit 2" (posted Mar 19) and "Unit 2" (edited Mar 14). Under the second "Unit 2", there are several PowerPoint presentations: "Animal physiology.pptx", "Coagulation of Blood an...", "Digestion and Absorptl...", "Digestion of Foodstuffs ...", and "Excretion.pptx". The bottom of the screen shows a Windows taskbar with the date 20-07-2024 and time 14:19.

The screenshot shows a Google Classroom interface for a course titled "USBT 202 Microbiology". The page is viewed from a desktop browser. On the left, there is a navigation sidebar with options like Home, Calendar, Teaching, and To review. The main content area shows a list of materials. The materials listed are "Virology Unit 3 USBT 202" (posted Apr 8) and "Virus Introduction, Propo... PDF". Below this, there is a "View material" link. Further down, there are more materials: "USBT 202 Unit 3 Virology" (posted Mar 1) and "USBT 202 Preservation" (posted Feb 20). The bottom of the screen shows a Windows taskbar with the date 20-07-2024 and time 14:21.



DE



Laxmi Charitable Trust's  
**Sheth L.U.J. College of Arts & Sir M.V. College of Science & Commerce**  
Dr. S. Radhakrishnan Marg, Andheri (East), Mumbai 400 069.

### S.Y.B.Sc. Biotechnology

The screenshot shows a Google Classroom page for the course "USBT 301 Bioprocess technology". The page is viewed from the "Classwork" tab. On the left sidebar, the "Teaching" section is expanded to show a list of courses: "FYBT 2024-25 Biotechnology", "SYBT 2024-25 Biotechnology", "TYBT 2024-25 Biotechnology", "SYBT 2023-24 Sem III-V", "FYBT 2023-24 Sem III", "TYBT 2023-24 Sem IV", and "Training Program on How L...". The main content area displays two assignments: "USBT 301 Unit 3 ethanol and penicillin fer..." (Posted Oct 7, 2023) and "USBT 301 Unit 1 Air lift fermentors" (Posted Oct 7, 2023). Below these are two image thumbnails with dates: "06-Oct-2023 at 8:37 PM..." and "07-Oct-2023 at 9:38 AM...". A "View material" link is visible at the bottom of the page. The Windows taskbar at the bottom shows the date as 23-07-2024 and the time as 14:25.

The screenshot shows a Google Classroom page for the course "Immunology". The page is viewed from the "Classwork" tab. The left sidebar is identical to the previous screenshot. The main content area displays two assignments: "Immunology Unit 2 Assignment" (Due Aug 9, 2023) and "Unit 1 Part 1" (Posted Jul 13, 2023). Below these are two PDF thumbnails: "cells involved in immune ..." and "organ of immune system...". A "View material" link is visible at the bottom of the page. The Windows taskbar at the bottom shows the date as 23-07-2024 and the time as 14:26.



DUT



Laxmi Charitable Trust's  
Sheth L.U.J. College of Arts & Sir M.V. College of Science & Commerce  
Dr. S. Radhakrishnan Marg, Andheri (East), Mumbai 400 069.

This screenshot shows a Google Classroom page for the course 'Paper 5: Bioinformatics and Biostatistics'. The page is viewed from the 'Classwork' tab. On the left sidebar, there is a 'Teaching' section with a 'To review' list containing several semesters of courses: FYBT 2024-25 (Biotechnology), SYBT 2024-25 (Biotechnology), TYBT 2024-25 (Biotechnology), SYBT 2023-24 (Sem III-V), FYBT 2023-24 (Sem III), TYBT 2023-24 (Sem IV), and a 'Training Program on How L...'. The main content area displays two units, each with a 'Unit 1' label. Below the units, there is a grid of files including 'BIOINFORMATICS Unit 1...' (PDF), 'Biological Databases pp...' (PowerPoint), 'Composite or Tertiary d...' (PDF), 'PIR.pptx' (PowerPoint), 'NCBI.pptx' (PowerPoint), and 'Genome sequence data...' (PDF). The Windows taskbar at the bottom shows the date as 20-07-2024 and the time as 14:26.

This screenshot shows a Google Classroom page for the course 'Medical Biotechnology'. The page is viewed from the 'Classwork' tab. The left sidebar is identical to the first screenshot, listing various semesters of courses. The main content area displays two units: 'USBT 401 Unit 3 Chemotherapeutic agent...' (Posted Jan 17) and 'USBT401 Unit 2 Chemotherapeutic agents 1' (Posted Dec 4, 2023). Below these units, there is a file 'CA 1.pdf' (PDF) with a 'View material' link. The Windows taskbar at the bottom shows the date as 20-07-2024 and the time as 14:27.



dyf



Laxmi Charitable Trust's  
**Sheth L.U.J. College of Arts & Sir M.V. College of Science & Commerce**  
Dr. S. Radhakrishnan Marg, Andheri (East), Mumbai 400 069.

### T.Y.B.Sc. Biotechnology

The screenshot shows a Google Classroom page for the course 'Medical Microbiology and Instrumentation' in the 'TYBT 2023-24' semester. The page is divided into sections: 'Unit 4' (dated Sep 13, 2023) with instructions to review student-submitted PDF notes on method validation using HPLC and applications of radioisotopes. Below the text are four attachments: 'Drive file Unknown file', 'Scintillation Counter - D...' (with a URL to physictwave.com/scin), 'Step-by-StepAnalytical... PDF', and 'Geiger Counter - Defini...' (with a URL to vedantu.com/phy). A 'View material' button is visible. Below this, there is a section for 'USBT 502 Unit 2 Medical microbiology' (dated Aug 23, 2023). The left sidebar shows a list of classes for 'TYBT 2023-24' and 'TYBT 2024-25'. The Windows taskbar at the bottom shows the date as 23-07-2024 and weather as 28°C Cloudy.

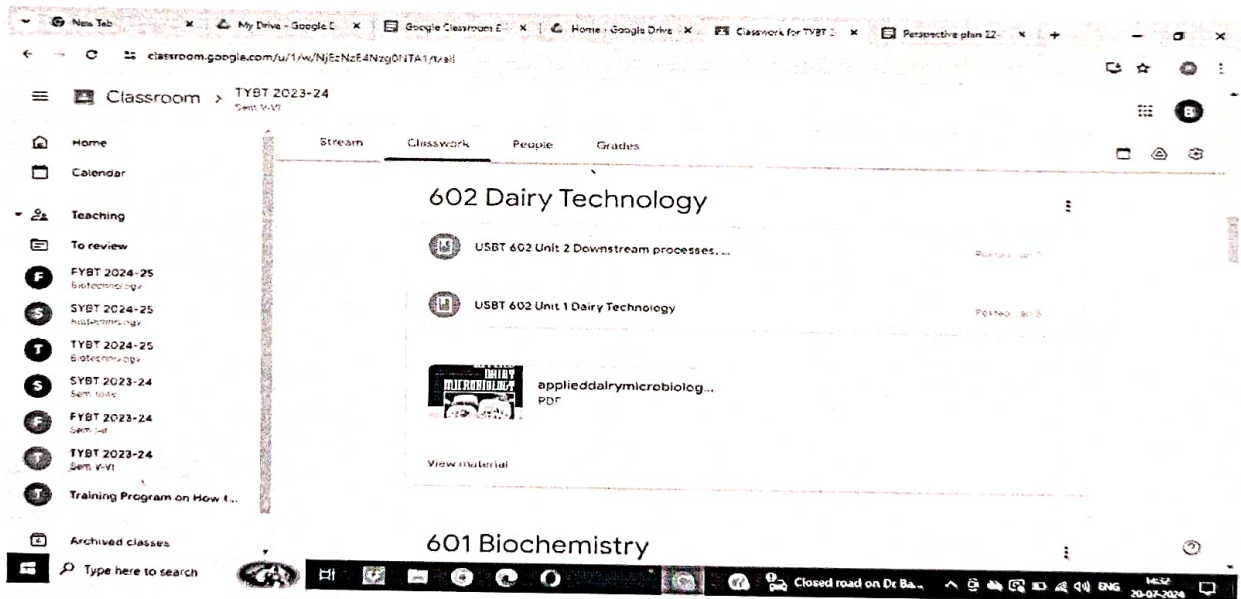
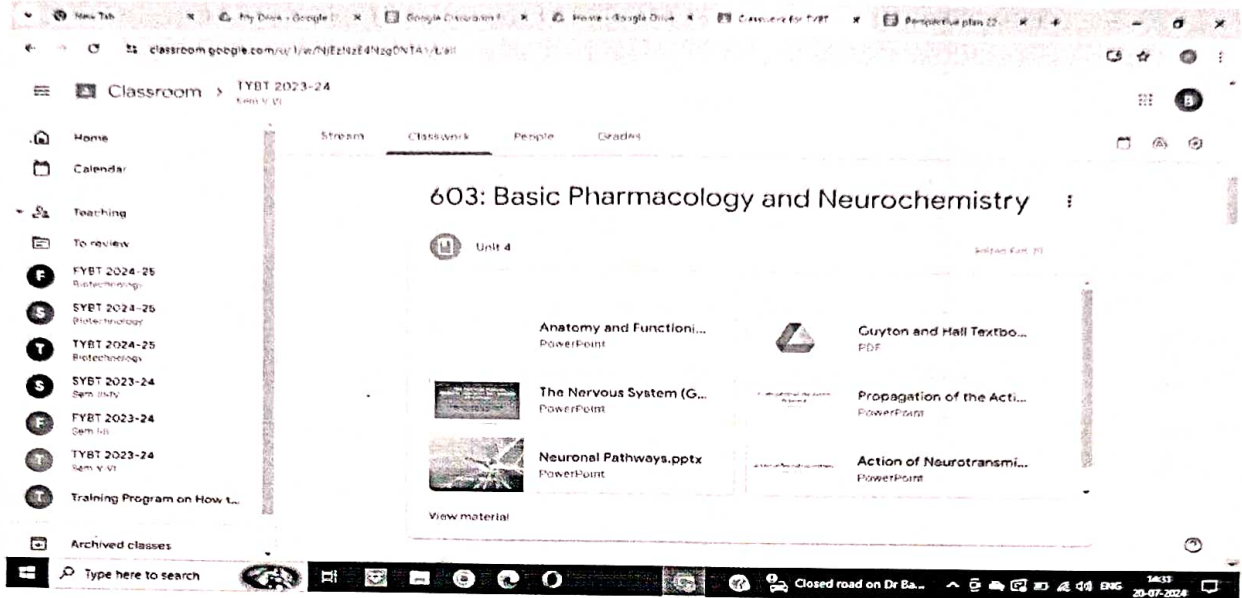
The screenshot shows a Google Classroom page for the course '501 Cell Biology' in the 'TYBT 2023-24' semester. The page features a section for 'Cancer Biology Unit 4' (dated Aug 8, 2023). It contains several attachments: 'Cancer Biology TYBT MV...' (PowerPoint), 'Metastasis.pdf' (PDF), 'IJMPO-30-01.pdf' (PDF), and 'NJMS-7-17.pdf' (PDF). A 'View material' button is present. Below this, there are sections for 'Cell Signaling notes' (dated Jul 14, 2023) and 'Cell Cycle notes' (dated Jul 5, 2023). The left sidebar lists various classes for 'TYBT 2023-24' and 'TYBT 2024-25'. The Windows taskbar at the bottom shows the date as 23-07-2024 and weather as 28°C Cloudy.



DSC

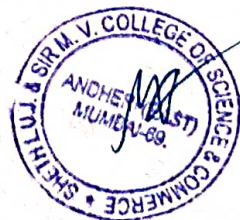


Laxmi Charitable Trust's  
Sheth L.U.J. College of Arts & Sir M.V. College of Science & Commerce  
Dr. S. Radhakrishnan Marg, Andheri (East), Mumbai 400 069.



*S. Shinde*  
Coordinator  
Department of Biotechnology

*[Signature]*  
I/C Principal



D/S



Laxmi Charitable Trust's  
Sheth L.U.J. College of Arts & Sir M.V. College of Science & Commerce  
Dr. S. Radhakrishnan Marg, Andheri (East), Mumbai 400 069.

**VIDEO LINKS as E-Resources For S.Y.B.Sc. BIOTECHNOLOGY (As per latest academic year 2023-2024)**

**S.Y.B.Sc. BIOTECHNOLOGY SEMESTER III**

Course Code	Course Title	Video Links
USBT301	Bioprocess technology	<a href="https://youtu.be/-NZ3MSJbdi8?si=Kf50TcZWTgy_P05Z">https://youtu.be/-NZ3MSJbdi8?si=Kf50TcZWTgy_P05Z</a>
USBT302	Medical Microbiology	<a href="https://youtu.be/8e0sBwK1mU4?si=NXZ8H_c15UcjbHSW">https://youtu.be/8e0sBwK1mU4?si=NXZ8H_c15UcjbHSW</a>
USBT303	Applied chemistry-1	<a href="https://youtu.be/ltDNU-zPTJ8?si=zBWdoexe6LESyuzi">https://youtu.be/ltDNU-zPTJ8?si=zBWdoexe6LESyuzi</a>
USBT304	Fundamentals in Biophysics	<a href="https://youtu.be/hEP14pB_tJ8?si=qIQT9aXPpOqY-Kn">https://youtu.be/hEP14pB_tJ8?si=qIQT9aXPpOqY-Kn</a>
USBT305	Immunology	<a href="https://youtu.be/yKKSMTu1Xio?si=4uMIYvp4iROwP2xR">https://youtu.be/yKKSMTu1Xio?si=4uMIYvp4iROwP2xR</a>
USBT306	Molecular biology-III	<a href="https://youtu.be/JrDiAT8F_SA?si=C MplSSMnu7-2JS5k">https://youtu.be/JrDiAT8F_SA?si=C MplSSMnu7-2JS5k</a>
USBT307	Biosafety	<a href="https://youtu.be/G1HXS8r4vxA?si=NIp0gd24BO17k275">https://youtu.be/G1HXS8r4vxA?si=NIp0gd24BO17k275</a>

**S.Y.B.Sc. BIOTECHNOLOGY SEMESTER IV**

Course Code	Course Title	Video Links
USBT401	Medical biotechnology	<a href="https://youtu.be/anFyCjKn-J4?si=fp">https://youtu.be/anFyCjKn-J4?si=fp</a>



D/S



Laxmi Charitable Trust's  
**Sheth L.U.J. College of Arts & Sir M.V. College of Science & Commerce**  
Dr. S. Radhakrishnan Marg, Andheri (East), Mumbai 400 069.

		<a href="#">yxWU9SW9-2_oqM</a>
USBT402	Cell biology and cytogenetics	<a href="https://youtu.be/4_8nmvey11A?si=rAimSyo2WK61vBGU">https://youtu.be/4_8nmvey11A?si=rAimSyo2WK61vBGU</a>
USBT403	Applied chemistry-2	<a href="https://youtu.be/C0K1XRT1myg?si=_EdRW1sqUublkWWT">https://youtu.be/C0K1XRT1myg?si=_EdRW1sqUublkWWT</a>
USBT404	Biochemistry	<a href="https://youtu.be/bgu3_WJY62w?si=Dn4I1yX92s47I_kN">https://youtu.be/bgu3_WJY62w?si=Dn4I1yX92s47I_kN</a>
USBT405	Molecular diagnostics	<a href="https://youtu.be/9jz-9w_vtsY?si=HX3x_6y_OmD3FW1o">https://youtu.be/9jz-9w_vtsY?si=HX3x_6y_OmD3FW1o</a>
USBT406	Bioinformatics and Biostatistics	<a href="https://youtu.be/QLcmEqBayr0?si=lu8dgG42s4unDb6">https://youtu.be/QLcmEqBayr0?si=lu8dgG42s4unDb6</a>
USBT407	Research methodology	<a href="https://youtu.be/-kquii17880?si=vKI3O6-zolcBRswI">https://youtu.be/-kquii17880?si=vKI3O6-zolcBRswI</a>

*S. Shinde*

Coordinator B.Sc. Biotechnology



I/C PRINCIPAL

*DS*



**Laxmi Charitable Trust's**  
**Sheth L.U.J. College of Arts & Sir M.V. College of Science & Commerce**  
**Dr. S. Radhakrishnan Marg, Andheri (East), Mumbai 400 069.**

Department of Bachelor of Science in Computer Science  
Semester wise Video Links of all subjects for students (Academic Year 2023-2024)

**Semester I**

Subjects	Video Links
Digital Systems & Architecture	<a href="https://www.youtube.com/watch?v=M0mx8S05v60&amp;list=PLBlnK6fEygRIMH3mWf6kwqITbT798eAOm">https://www.youtube.com/watch?v=M0mx8S05v60&amp;list=PLBlnK6fEygRIMH3mWf6kwqITbT798eAOm</a>
Introduction to Programming with Python	<a href="https://www.youtube.com/watch?v=hEgO047GxnQ&amp;list=PLsy0obzWxl7poL9JTVyndKe62leoN-MZ3&amp;index=2">https://www.youtube.com/watch?v=hEgO047GxnQ&amp;list=PLsy0obzWxl7poL9JTVyndKe62leoN-MZ3&amp;index=2</a>
LINUX Operating System	<a href="https://youtube.com/playlist?list=PL9ooVrP1hQOH3SvccgkC4Qv2cyCobvs0lk">https://youtube.com/playlist?list=PL9ooVrP1hQOH3SvccgkC4Qv2cyCobvs0lk</a>
Open Source Technologies	<a href="https://www.youtube.com/watch?v=ruEXluV6x40&amp;list=PLCddYZNPmC1nfAkJLpLYKM_MPYkKlYlbj">https://www.youtube.com/watch?v=ruEXluV6x40&amp;list=PLCddYZNPmC1nfAkJLpLYKM_MPYkKlYlbj</a>
Discrete Mathematics	<a href="https://www.youtube.com/watch?v=p2b2Vb-cYCs&amp;list=PLBlnK6fEygRhgJFDXcvYILfXPh37L89g3">https://www.youtube.com/watch?v=p2b2Vb-cYCs&amp;list=PLBlnK6fEygRhgJFDXcvYILfXPh37L89g3</a>
Descriptive Statistics	<a href="https://www.youtube.com/watch?v=ApEV6lupW7o&amp;list=PLAwxTw4SYaPn22DmaF6x8JtG4TeWOJk_1">https://www.youtube.com/watch?v=ApEV6lupW7o&amp;list=PLAwxTw4SYaPn22DmaF6x8JtG4TeWOJk_1</a>
Soft Skills	<a href="https://www.youtube.com/watch?v=x60GHpQ8gJk&amp;list=PLWPIrh4EWFpFIElSxpIDIEhRDZHKBD-0n">https://www.youtube.com/watch?v=x60GHpQ8gJk&amp;list=PLWPIrh4EWFpFIElSxpIDIEhRDZHKBD-0n</a>

**Semester II**

Subjects	Video Links
Design & Analysis of Algorithms	<a href="https://www.youtube.com/watch?v=u8JZ9gU5o4g&amp;list=PLxCzCOWd7aiHcmS4i14bI0VrMbZTUvITa">https://www.youtube.com/watch?v=u8JZ9gU5o4g&amp;list=PLxCzCOWd7aiHcmS4i14bI0VrMbZTUvITa</a>
Advanced Python Programming	<a href="https://www.youtube.com/watch?v=gfDE2a7MKJA">https://www.youtube.com/watch?v=gfDE2a7MKJA</a>
Introduction to OOPs using C++	<a href="https://www.youtube.com/watch?v=xnh7lp5gqzc&amp;list=PLfVsf4Bjg79DLA5K3GLblwf3baNVFO2Lq">https://www.youtube.com/watch?v=xnh7lp5gqzc&amp;list=PLfVsf4Bjg79DLA5K3GLblwf3baNVFO2Lq</a>
Database Systems	<a href="https://youtube.com/playlist?list=PLxCzCOWd7aiFAN6I8CuViBuCdJqI0kT2Y">https://youtube.com/playlist?list=PLxCzCOWd7aiFAN6I8CuViBuCdJqI0kT2Y</a>
Calculus	<a href="https://www.youtube.com/watch?v=HfACrKJ_Y2w">https://www.youtube.com/watch?v=HfACrKJ_Y2w</a>
Statistical Methods	<a href="https://www.youtube.com/watch?v=ApEV6lupW7o&amp;list=PLAwxTw4SYaPn22DmaF6x8JtG4TeWOJk_1">https://www.youtube.com/watch?v=ApEV6lupW7o&amp;list=PLAwxTw4SYaPn22DmaF6x8JtG4TeWOJk_1</a>
E-Commerce & Digital Marketing	<a href="https://www.youtube.com/watch?v=nU-IIXBWIS4">https://www.youtube.com/watch?v=nU-IIXBWIS4</a>

**Semester III**

Subjects	Video Links
Principles of Operating Systems	<a href="https://www.youtube.com/watch?v=vBURTI97EkA&amp;list=PLBlnK6fEygRIVhbXDGLXdk_OQAeuVcp2O">https://www.youtube.com/watch?v=vBURTI97EkA&amp;list=PLBlnK6fEygRIVhbXDGLXdk_OQAeuVcp2O</a>
Linear Algebra	<a href="https://www.youtube.com/watch?v=hDoGgBRHJsc&amp;list=PL0QU3c_3DSpK4D0k3OLj3HLZ7LMhb9GvB">https://www.youtube.com/watch?v=hDoGgBRHJsc&amp;list=PL0QU3c_3DSpK4D0k3OLj3HLZ7LMhb9GvB</a>
Data Structures	<a href="https://www.youtube.com/watch?v=xLetJpcjHS0&amp;list=PLBlnK6fEygRI9Ild8sWlUNwIKfdUoPd1Y">https://www.youtube.com/watch?v=xLetJpcjHS0&amp;list=PLBlnK6fEygRI9Ild8sWlUNwIKfdUoPd1Y</a>
Advanced Database Concepts	<a href="https://youtube.com/playlist?list=PLxCzCOWd7aiFAN6I8CuViBuCdJqI0kT2Y">https://youtube.com/playlist?list=PLxCzCOWd7aiFAN6I8CuViBuCdJqI0kT2Y</a>
Java based Application Development	<a href="https://www.youtube.com/watch?v=VHbSopMyc4M&amp;list=PLBlnK6fEygRIKA_NuK9mHmlk0dZzuP1P5">https://www.youtube.com/watch?v=VHbSopMyc4M&amp;list=PLBlnK6fEygRIKA_NuK9mHmlk0dZzuP1P5</a>
Web Technologies	<a href="https://www.youtube.com/watch?v=gOojMIhELvM&amp;list=PLoYCqNOlyGAB_8iq1cL8MVeun7cB6eNc">https://www.youtube.com/watch?v=gOojMIhELvM&amp;list=PLoYCqNOlyGAB_8iq1cL8MVeun7cB6eNc</a>
Creative Content Writing	<a href="https://www.youtube.com/watch?v=8t2FWD45wNA">https://www.youtube.com/watch?v=8t2FWD45wNA</a>



**Semester IV**

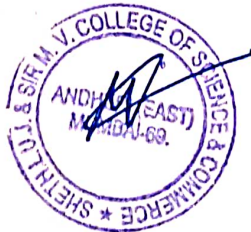
<b>Subjects</b>	<b>Video Links</b>
Theory of Computation	<a href="https://www.youtube.com/watch?v=58N2N7zJGrQ&amp;list=PLBlnK6fEygRgp46KUv4ZY69yXmpwKOlev">https://www.youtube.com/watch?v=58N2N7zJGrQ&amp;list=PLBlnK6fEygRgp46KUv4ZY69yXmpwKOlev</a>
Computer Networks	<a href="https://www.youtube.com/watch?v=VwN91x5i25q&amp;list=PLBlnK6fEygRqMCUAG0XRw78UA8qnv6jEx">https://www.youtube.com/watch?v=VwN91x5i25q&amp;list=PLBlnK6fEygRqMCUAG0XRw78UA8qnv6jEx</a>
Software Engineering	<a href="https://www.youtube.com/playlist?list=PLma3NU82e4JrLVl91rjqxlyYVOAHbW FU">https://www.youtube.com/playlist?list=PLma3NU82e4JrLVl91rjqxlyYVOAHbW FU</a>
IoT Technologies	<a href="https://www.youtube.com/watch?v=h0qWfVCSGQO">https://www.youtube.com/watch?v=h0qWfVCSGQO</a>
Android Application Development	<a href="https://www.youtube.com/watch?v=roDz8mMvblq&amp;list=PLknSwrodqQ72X4sKpzf5vT8kY80HKcUSe">https://www.youtube.com/watch?v=roDz8mMvblq&amp;list=PLknSwrodqQ72X4sKpzf5vT8kY80HKcUSe</a>
Advanced Application Development	<a href="https://www.youtube.com/watch?v=ohlAiuHMKMI&amp;list=PLinedj3B30sDby4Al-i13hQJGQoRQDfPo">https://www.youtube.com/watch?v=ohlAiuHMKMI&amp;list=PLinedj3B30sDby4Al-i13hQJGQoRQDfPo</a>
Research Methodology	<a href="https://www.youtube.com/watch?v=jyv9paQDYy0&amp;list=PLk3poRqYftlhDGto5oSxeNeFWHzajbVuA">https://www.youtube.com/watch?v=jyv9paQDYy0&amp;list=PLk3poRqYftlhDGto5oSxeNeFWHzajbVuA</a>

**Semester V**

<b>Subjects</b>	<b>Video Links</b>
Artificial Intelligence	<a href="https://www.youtube.com/watch?v=ZiwogMtbjr4&amp;list=PLoROMvodv4rOca_Ovz1DvdtWuz8BfSWL2">https://www.youtube.com/watch?v=ZiwogMtbjr4&amp;list=PLoROMvodv4rOca_Ovz1DvdtWuz8BfSWL2</a>
Linux Server Administration	<a href="https://youtube.com/playlist?list=PL9ooVrP1hQOH3SvcqkC4Qv2cyCebvs0Ik">https://youtube.com/playlist?list=PL9ooVrP1hQOH3SvcqkC4Qv2cyCebvs0Ik</a>
Information & Network Security	<a href="https://www.youtube.com/playlist?list=PLbszJxGNQ27IVbc3QupQGnwwNL7ot sFmO">https://www.youtube.com/playlist?list=PLbszJxGNQ27IVbc3QupQGnwwNL7ot sFmO</a>
Project Management	<a href="https://youtu.be/LA6jL_y413q?si=qmaZZv4jD2V-xoGx">https://youtu.be/LA6jL_y413q?si=qmaZZv4jD2V-xoGx</a>
Game Programming	<a href="https://www.youtube.com/watch?v=j48LtUkZRjU&amp;list=PLPV2Kylb3jR5QFsefuO2RIAqWEz6EvVi6">https://www.youtube.com/watch?v=j48LtUkZRjU&amp;list=PLPV2Kylb3jR5QFsefuO2RIAqWEz6EvVi6</a>

**Semester VI**

<b>Subjects</b>	<b>Video Links</b>
Wireless Sensor Networks and Mobile Communication	<a href="https://www.youtube.com/watch?v=PrnNKZJj-Oc">https://www.youtube.com/watch?v=PrnNKZJj-Oc</a>
Cloud Computing and Web Services	<a href="https://www.youtube.com/watch?v=0rrDqBIP2qU&amp;list=PL-JvKqQx2AtfQ8cGyKsFE7Tj2FyB1yCkd">https://www.youtube.com/watch?v=0rrDqBIP2qU&amp;list=PL-JvKqQx2AtfQ8cGyKsFE7Tj2FyB1yCkd</a>
Data Science	<a href="https://youtube.com/playlist?list=PLbszJxGNQ27k_PAlliw5920HJXmhqzfiT&amp;si=-Dp4H2o2YV-s67i0">https://youtube.com/playlist?list=PLbszJxGNQ27k_PAlliw5920HJXmhqzfiT&amp;si=-Dp4H2o2YV-s67i0</a>
Customer Relationship Management	<a href="https://www.youtube.com/watch?v=SElp-Gfqf1q">https://www.youtube.com/watch?v=SElp-Gfqf1q</a>
Ethical Hacking	<a href="https://www.youtube.com/watch?v=l1lcZBwsuwU&amp;list=PLVLblIcGrS75B0n0H2aA6YotxPrs9Cndk">https://www.youtube.com/watch?v=l1lcZBwsuwU&amp;list=PLVLblIcGrS75B0n0H2aA6YotxPrs9Cndk</a>





**Laxmi Charitable Trust's**  
**Sheth L.U.J. College of Arts & Sir M.V. College of Science & Commerce**  
**Dr. S. Radhakrishnan Marg, Andheri (East), Mumbai 400 069.**

Department of Bachelor of Science in Information Technology  
Semester wise Video Links of all subjects for students (Academic Year 2023-2024)

**Semester 1**

Sr. No.	Subject Name	Content Type	Link
1	Programming Principles with C	Video Links	<a href="https://www.youtube.com/watch?v=KrvbUiSxybM">https://www.youtube.com/watch?v=KrvbUiSxybM</a>
2	Digital Logic and Applications	Video Links	<a href="https://www.youtube.com/watch?v=M6c6Xw5mt90">https://www.youtube.com/watch?v=M6c6Xw5mt90</a>
3	Fundamentals of Database Management Systems	Video Links	<a href="https://youtube.com/playlist?list=PLxCzCOWd7aiFAN6j8CuViBuCdJgiOkT2Y">https://youtube.com/playlist?list=PLxCzCOWd7aiFAN6j8CuViBuCdJgiOkT2Y</a>
4	Computational Logic and Discrete Structure	Video Links	<a href="https://youtube.com/playlist?list=PLBlnK6fEygRhgJPDxcvYILfXPh37L89g3">https://youtube.com/playlist?list=PLBlnK6fEygRhgJPDxcvYILfXPh37L89g3</a>
5	Technical Communication Skills	Video Links	<a href="https://www.youtube.com/playlist?list=PLm_MSCIsnwm-AIEbpylxoTT8t7UzkHSYC">https://www.youtube.com/playlist?list=PLm_MSCIsnwm-AIEbpylxoTT8t7UzkHSYC</a>

**Semester 2**

Sr. No.	Subject Name	Content Type	Link
1	Object Oriented Programming with C++	Video Links	<a href="https://youtube.com/playlist?list=PLVkJ7gH9knNp8lHP7FG4RNxA5TZ_ALCiA">https://youtube.com/playlist?list=PLVkJ7gH9knNp8lHP7FG4RNxA5TZ_ALCiA</a>
2	Fundamentals of Micro Processor and Microcontrollers	Video Links	<a href="https://www.youtube.com/watch?v=SdCfwwjvqq4">https://www.youtube.com/watch?v=SdCfwwjvqq4</a>
3	Web Applications Development	Video Links	<a href="https://www.youtube.com/playlist?list=PLVkJ7gH9knNp8lHP7FG4RNxA5TZ_ALCiA">https://www.youtube.com/playlist?list=PLVkJ7gH9knNp8lHP7FG4RNxA5TZ_ALCiA</a>
4	Numerical Methods	Video Links	<a href="https://youtu.be/xt66q5tYuyI">https://youtu.be/xt66q5tYuyI</a>
5	Green IT	Video Links	<a href="https://www.youtube.com/watch?v=_r5rHyMHKEg&amp;list=PL3MO67NH2XxJnglTU5LDb2md2TX4Gqex-">https://www.youtube.com/watch?v=_r5rHyMHKEg&amp;list=PL3MO67NH2XxJnglTU5LDb2md2TX4Gqex-</a>

**Semester 3**

Sr. No.	Subject Name	Content Type	Link
1	Python Programming	Video Links	<a href="https://www.youtube.com/watch?v=gfDE2a7MKjA">https://www.youtube.com/watch?v=gfDE2a7MKjA</a>
2	Data Structures	Video Links	<a href="https://www.youtube.com/watch?v=5_5oE5lgrhw&amp;list=PLuQW_9lIl9ahlappRN0MCAgtQu3IQjQi">https://www.youtube.com/watch?v=5_5oE5lgrhw&amp;list=PLuQW_9lIl9ahlappRN0MCAgtQu3IQjQi</a>
3	Computer Networks	Video Links	<a href="https://youtube.com/playlist?list=PLma3NU82e4Jq-9iLy6NHlg5Pmt5KaWesB">https://youtube.com/playlist?list=PLma3NU82e4Jq-9iLy6NHlg5Pmt5KaWesB</a>
4	Operating System	Video Links	<a href="https://youtube.com/playlist?list=PLxCzCOWd7aiGz9donHRRrE9I3Mwn6XdP8p">https://youtube.com/playlist?list=PLxCzCOWd7aiGz9donHRRrE9I3Mwn6XdP8p</a>
5	Applied Mathematics	Video Links	<a href="https://youtube.com/playlist?list=PLMtl1tFnPGW3zlkXwOXe7-iPgGVcw7ahT">https://youtube.com/playlist?list=PLMtl1tFnPGW3zlkXwOXe7-iPgGVcw7ahT</a>

**Semester 4**

Sr. No.	Subject Name	Content Type	Link
1	Core Java	Video Links	<a href="https://www.youtube.com/playlist?list=PLVkJ7gH9knNq_Gwlsu5o4t6wEp10XitxN">https://www.youtube.com/playlist?list=PLVkJ7gH9knNq_Gwlsu5o4t6wEp10XitxN</a>
2	Introduction to Embedded Systems	Video Links	<a href="https://www.youtube.com/watch?v=1gQOydd4SI0">https://www.youtube.com/watch?v=1gQOydd4SI0</a>
3	Computer Oriented Statistical Techniques	Video Links	<a href="https://youtube.com/playlist?list=PL1-AEK7gI02MMwOitMG9x6gPrxZE125m1-">https://youtube.com/playlist?list=PL1-AEK7gI02MMwOitMG9x6gPrxZE125m1-</a>
4	Software Engineering	Video Links	<a href="https://www.youtube.com/playlist?list=PLma3NU82e4JrLVI91rjgxyYYOAHbW_FU">https://www.youtube.com/playlist?list=PLma3NU82e4JrLVI91rjgxyYYOAHbW_FU</a>
5	Computer Graphics and Animation	Video Links	<a href="https://youtube.com/playlist?list=PLma3NU82e4Jp4vHKKD6Td_QsJFdU_vlzf">https://youtube.com/playlist?list=PLma3NU82e4Jp4vHKKD6Td_QsJFdU_vlzf</a>

**Semester 5**

Sr. No.	Subject Name	Content Type	Link
1	Software Project Management	Video Links	<a href="https://www.youtube.com/playlist?list=PLma3NU82e4JpRKEKHNgLKd0CZT6_57HuN">https://www.youtube.com/playlist?list=PLma3NU82e4JpRKEKHNgLKd0CZT6_57HuN</a>
2	Internet of Things	Video Links	<a href="https://www.youtube.com/watch?v=6mBQ2vqLv38">https://www.youtube.com/watch?v=6mBQ2vqLv38</a>
3	Advanced Web Programming	Video Links	<a href="https://youtube.com/playlist?list=PLma3NU82e4Joh7P6pm2rE3pgDwVogoqVx">https://youtube.com/playlist?list=PLma3NU82e4Joh7P6pm2rE3pgDwVogoqVx</a>
4	Linux System Administration	Video Links	<a href="https://youtube.com/playlist?list=PL9ooVrP1hQOH3SvvcgkC4Qv2cyCebvs0Ik">https://youtube.com/playlist?list=PL9ooVrP1hQOH3SvvcgkC4Qv2cyCebvs0Ik</a>
5	Enterprise Java	Video Links	<a href="https://www.youtube.com/playlist?list=PLBo15R25tIte6zd1RXSh-Ktj_D4EnXbst">https://www.youtube.com/playlist?list=PLBo15R25tIte6zd1RXSh-Ktj_D4EnXbst</a>

**Semester 6**

Sr. No.	Subject Name	Content Type	Link
1	Software Quality Assurance	Video Links	<a href="https://www.youtube.com/playlist?list=PLma3NU82e4JqAs4FQSlvY7KZ1ve6DPRaa">https://www.youtube.com/playlist?list=PLma3NU82e4JqAs4FQSlvY7KZ1ve6DPRaa</a>
2	Security in Computing	Video Links	<a href="https://youtube.com/playlist?list=PLYwpaL_SFmcArHlWmbs_vXX6soTK3WEJw">https://youtube.com/playlist?list=PLYwpaL_SFmcArHlWmbs_vXX6soTK3WEJw</a>
3	Business Intelligence	Video Links	<a href="https://youtube.com/playlist?list=PLVkJ7gH9knNpJSFD66lwS0jv-kZ1Z7Kw">https://youtube.com/playlist?list=PLVkJ7gH9knNpJSFD66lwS0jv-kZ1Z7Kw</a>
4	Principles of Geographic Information Systems	Video Links	<a href="https://www.youtube.com/watch?v=ISiBu_4i-8I&amp;list=PL9P1J9q3_9fOP3VGGEE_NdHltx-E0XNZugJ">https://www.youtube.com/watch?v=ISiBu_4i-8I&amp;list=PL9P1J9q3_9fOP3VGGEE_NdHltx-E0XNZugJ</a>

