



BIO DATA OF FACULTIES



NAME :MUHAMMEDBINSHAD K
DESIGNATION :HODandASSISTANTPROFESSOR
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HIGHEST QUALIFICATION: Post-Graduation

EDUCATIONAL QUALIFICATIONS:

	COURSE	INSTITUTION/ UNIVERSITY	YEAR OF PASSING
UG	BACHELOR OF MULTIMEDIA COMMUNICATION (BMMC)	University of Calicut (GEMS Arts and Science College)	2017
PG	MASTERS IN JOURNALISM AND MASS COMMUNICATION	University of Calicut (Farook College Autonomous, Calicut)	2020
OTHERS	DIGITALJOURNALISM (Certificate course)	By Meta Journalism Project, Reuters	2021

TOTAL WORK EXPERIENCE

- HODandAssistantProfessor(3Years)
- PublicRelationOfficer(1.5Years)
- Content Writer and Internee (24 News Channel-2 month)
- WorkingasDigitalwingConvener(1.5 year)

- Working as Criteria Head in NAAC Criteria 7 (1.5 Year)
- Photography Club convener (1.5 Year)

ACADEMIC EXPERIENCE: 3 YEARS AS ASSISTANT PROFESSOR

INDUSTRY EXPERIENCE: 5 YEARS

RESEARCH PROFILE

GUIDANCE EXPERIENCE: 2 YEARS

AREA OF INTEREST

- New Media, Content creation, copywriting, Digital media, Photojournalism, Broadcast media, Public Relations, Advertising, Print journalism, Film Studies.

PUBLICATION LIST

- The role of citizen journalism in a democratic society - GEMS Publications
- The automobile magazine subscription patterns of showrooms (PGDissertation)

WORKSHOPS ATTENDED:

- Metaverse workshop at Iluzia Lab Calicut, CyberPark-2023

TRAININGS ATTENDED / FDP'S / REFRESHER PROGRAM:

- Online Training Program for ERT members – By Kerala Institute of Local Administration KILA-2019
- Gene Editing in agriculture: science, potential and policy – Atalk by DR. Vibha Ahuja-2022

- Challenging role of teachers in amidst the pandemic-Conducted by IQAC GEMS-2022
- Outcome based education-Conducted by IQAC GEMS-2022
- The role of Documentation in NAAC Accreditation-Conducted by IQAC GEMS-2022
- How to strengthen the academic institutions in both academic and research fronts-By Dr B J Unni conducted by IQAC GEMS-2023
- Awareness session on NDLI and NDLI Club -Organized by library and research Centre GEMS college .-2023
- Presented a Topic- Citizen Journalism In A Democratic Society on Friday seminar @ GEMS Arts and Science College- 2024
- Faculty Development Program – Reforms on Higher Education System Focusing NEP 2020- A Capacity building Program- 2023.

AWARDS AND ACHIEVEMENTS:

- Successfully completed Online Training Program certification for ERT Members-By Kerala institute of Local Administration KILA
- National cadet corps (NCC) B certification (institution-Army attachment camp at RVCC Centre and college Meerut cant- Uttar Pradesh)
- NSS Certification-University of Calicut
- Leadership certification- I lead management studies, Palakkad
- Volkswagen International Basic Training certification-at Volkswagen Training center, Bangalore
- Media fest certification-MES Mampad College, Malappuram district
- Internship certification-24 News channel-Kerala (Insight media city, Ernakulam)

- DIGITALJournalismCoursecompletioncertification-FacebookReutersTraining

