



Programme Outcomes and Course Outcomes
Bachelor of Arts in Multimedia and Mass
Communication (B.A.M.M.C.)

UTTAR BHARATIYA SANGH'S
MAHENDRA PRATAP SHARADA PRASAD SINGH COLLEGE OF
ARTS, COMMERCE AND SCIENCE
(Affiliated to University of Mumbai) (COLLEGE CODE - 729)

PROGRAMME NAME: BA in Multimedia and Mass Communication (BAMMC) (Choice based)

Semester - I & II revised Syllabus to be sanctioned & implemented from 2019-20.

BAMMC- PROGRAMME OUTCOMES

PO1. The program considers media industries and their relationship to culture and society, and the understanding of how communication works. The program emphasizes the development of critical thinking, professional writing skills and effective oral communication.

PO2. The Communication and Media Studies major prepares students for a wide variety of careers in business and industry, advertising, public relations and journalism, or advanced study

PO3. This program will equip the learners with professional skills essential for making career in Entertainment industry, Cinema, Television, OTT Platforms, social media platforms etc.

PO4. Students would demonstrate the ability to apply rhetorical principles in a variety of creative, cinematic, organizational, professional and journalistic venues.

PO5. Knowledge, skills, and values that prepare them for future careers in our interconnected society, whether in mass media or advanced study

BAMMC – PROGRAMME SPECIFIC OUTCOMES

POS -1 This programme will also give them an improved sense of self-confidence and self-efficacy and an awareness of their responsibilities as professionals in their field

POS-2. Learners will be able to create and design emerging media products, including blogs, digital audio, digital video, social media, digital photography, and multimedia.

POS-3. They will be better equipped to grasp the complex relationship between communication/media theories and a diverse set of individuals, social, and professional practices.

POS-4. Learners will understand the underlying philosophical assumptions of, and be able to apply, communication research methods to address a range of media texts and audiences, production and technological practices, and relevant social issues.

POS-5. Learners will comprehend the foundations, process, and practices of writing for and about the media, and demonstrate proficiency in writing across platforms.

F.Y.B.A.M.M.C.- SEMESTER -I
After completing the course, the learner will be able to:

COURSE NAME	COURSE CODE	COURSE OUTCOME
EFFECTIVE COMMUNICATION –I	BAMMEC-1-101	CO1: To make the students aware of functional and operational use of language in media. CO2: To equip or enhance students with structural and analytical reading, writing and thinking skills. CO3:To introduce key concepts of communications.
FOUNDATION COURSE –I	BAMMFC-101	CO1 To introduce students to the overview of the Indian Society. CO2. To help them understand the constitution of India. CO3. To acquaint them with the socio-political problems of India.
VISUAL COMMUNICATION	BAMMVC 103	CO1 To provide students with tools that would help them visualize and communicate. CO2. Understanding Visual communication as part of Mass Communication CO3. To acquire basic knowledge to be able to carry out a project in the field of visual communication CO4. To acquire basic knowledge in theories and languages of Visual Communication CO5.The ability to understand and analyze visual communication from a critical perspective
FUNDAMENTALS OF MASS COMMUNICATION	BAMMFMC -104	CO1: To introduce students to the history, evolution and the development of Mass Communication in the world with special reference to India. CO2: To study the evolution of Mass Media as an important social institution. CO3: To understand the development of Mass Communication models. CO4: To develop a critical understanding of Mass Media. CO5: To understand the concept of New Media and Media Convergence and its implications.

CURRENT AFFAIRS	BAMMCA 105	<p>CO1: To provide learners with overview on current developments in various fields.</p> <p>CO2: To generate interest among the learners about burning issues covered in the media</p> <p>CO3: To equip them with basic understanding of politics, economics, environment and technology so that students can grasp the relevance of related news.</p> <p>CO4: Twenty minutes of newspaper reading and discussion is mandatory in every lecture</p>
HISTORY OF MEDIA	BAMMHM 106	<p>CO1: Learner will be able to understand Media history through key events in the cultural history</p> <p>CO2: To enable the learner to understand the major developments in media history.</p> <p>CO3: To understand the history and role of professionals in shaping communications.</p> <p>CO4: To understand the values that shaped and continues to influence Indian mass media.</p> <p>CO5: Learner will develop the ability to think and analyze about media.</p> <p>CO6: To sharpen the reading, writing, speaking and listening skills that will help the students to understand the development of Media</p>

F.Y.B.A.M.M.C.- SEMESTER -II
After completing the course, the learner will be able to:

Effective Communication Skills-II	BAMMEC-201	CO1: To make the students aware of use of language in media and organization. CO2: To equip or enhance students with structural and analytical reading, writing and thinking skills. CO3: To introduce key concepts of communications.
FOUNDATION COURSE	BAMMFC 202	CO1: To introduce students to the overview of the Indian Society. CO2: To help them understand the constitution of India. CO3: To acquaint them with the socio-political problems of India.
CONTENT WRITING	BAMMCW-203	CO1: To provide students with tools that would help them communicate effectively. CO2: Understanding crisp writing as part of Mass Communication CO3: The ability to draw the essence of situations and develop clarity of thought.
INTRODUCTION TO ADVERTISING	BAMMID-204	CO1: To provide the students with basic understanding of advertising, growth, importance and types. CO2: To understand an effective advertisement campaigns, tools, models etc. CO3: To comprehend the role of advertising, various departments, careers and creativity CO4: To provide students with various advertising trends, and future.
INTRODUCTION TO JOURNALISM	BAMMIJ-205	CO1: To help media students to acquaint themselves with an influential medium of journalism that holds the key to opinion formation & to create awareness.
MEDIA GENDER & CULTURE	BAMMMGC-206	CO1: To discuss the significance of culture and the media industry. CO2: To understand the association between the media, gender and culture in the society. CO3: To stress on the changing perspectives of media, gender and culture in the globalized era

S.Y.B.A.M.M.C. - SEMESTER -III

After completing the course, the learner will be able to:

Radio Programme Production-I	BAMMC RPP-3013	CO1: The course is intended to explore the art of audio production. The students are made familiar with the aesthetics of sound and its application in various radio programme formats. To provide them with the basic knowledge and understanding of radio business and production
CORPORATE COMMUNICATION and PUBLIC RELATIONS	BAMMC CCPR-302	CO1: To provide the students with basic understanding of the concepts of corporate communication and public relations. CO2: To introduce the various elements of corporate communication and consider their roles in managing media organizations. CO3: To examine how various elements of corporate communication must be coordinated to communicate effectively in today's competitive world. CO4: To develop critical understanding of the different practices associated with corporate communication with the latest trends and social media tools
MEDIA STUDIES	BAMMC MS-303	CO1: To provide an understanding of media theories CO2: To understand the relationship of media with culture and society CO3: To understand Media Studies in the context of trends in Global Media
INTRODUCTION TO PHOTOGRAPHY	BAMMC IP-304	CO1: To introduce to media learner the ability of image into effective communication. CO2: To help the learner understand that media photography is a language of visual communication and is far beyond just point and shoot fun moments. CO3: To practice how picture speaks thousand words by enlightening the learner on how. CO4: To develop the base of visualisation among learners in using pictures in practical projects. CO5: To help learner work on given theme or the subject into making a relevant picture or photo feature.

<p>FILM COMMUNICATION-I</p>	<p>BAMMC FCO- 305</p>	<p>CO1: To inculcate liking and understanding of good cinema. CO2: To make students aware with a brief history of movies; the major cinema movements. CO3. Understanding the power of visuals and sound and the ability to make use of them in effective communication. CO4. Insight into film techniques and aesthetics</p>
<p>COMPUTERS MULTIMEDIA -01</p>	<p>BAMMC CMM- 306</p>	<p>CO1: To help learners make media industry ready. This will help learners to be aware of the minimum requirement of the software when stepping out in the industry. CO2: To introduce the media software to make the learners understand what goes behind the scene and help them choose their stream. CO3. To prepare learners skilled enough for independency during project papers in TY Sem VI. CO4. To help learners work on small scale projects during the academic period.</p>

S.Y.B.A.M.M.C. - SEMESTER -IV
After completing the course, the learner will be able to:

RADIO PRODUCTION-II	BAMMC RPP-310	CO1: To give learner basic knowledge of radio/audio production theory, techniques and aesthetics via practical experience in the writing and production of several program formats. To make familiar them with the art of audio recording, editing, mixing, and aural storytelling techniques
WRITING and EDITING FOR MEDIA	BAMMC WEM-402	CO1: Provide the ability to understand writing styles that fit various media platforms. CO2.: It would help the learner acquire information gathering skills and techniques. CO3. On completion of this course, students will be able to understand similarities and differences in writing for all forms of media including internet and digital. CO4. The learner will gather knowledge of different news and copy formats along with appropriate style-sheets and layout.
MEDIA LAWS and ETHICS	BAMMC MLE-403	CO1. To provide the learners with an understanding of laws those impact the media. CO2. To sensitize them towards social and ethical responsibility of media
MASS MEDIA RESEARCH	BAMMC MMR-404	CO1: To introduce students to debates in Research approaches and equip them with tools to carry on research CO2: To understand the scope and techniques of media research, their utility and limitations
FILM COMMUNICATION II	BAMMC FCO-405	CO1. Awareness of cinema of different regions. CO2. Understand the contribution of cinema in society. CO3. How to make technically and grammatically good films. CO4. From making to marketing of films. CO5. Economic aspects of film. CO6. Careers in films.

Computer Multimedia II	BAMMC CMM-406	<p>CO1: To help learner be media industry ready. This will help learners to be aware of the minimum requirement of the software when stepping in the industry.</p> <p>CO2. To introduce the media soft wares to make the learner understand what goes behind the scene and help them choose their stream.</p> <p>CO3. To prepare learner skilled enough for independency during project papers in TY sem.VI.</p> <p>CO4. To help learners work on small scale projects during the academic period.</p>
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T.Y.B.A.M.M.C. - SEMESTER -V
After completing the course, the learner will be able to:

COPYWRITING	BAMMC DRGA-501	CO1: To familiarize the students with the concept of copywriting as selling through writing CO2. To learn the process of creating original, strategic, compelling copy for various mediums CO3.: To train students to generate, develop and express ideas effectively CO4. To learn the rudimentary techniques of advertising headline and body copywriting, the economy of words and thought peculiar to this type of writing, and the necessity of creative thinking in written expression
ADVERTISING & MARKETING RESEARCH	BAMMC DRGA-502	CO1: The course is designed to inculcate the analytical abilities and research skills among the students. CO2. To understand research methodologies – Qualitative Vs Quantitative CO3. To discuss the foundations of Research and audience analysis that is imperative to successful advertising
BRAND BUILDING	BAMMC EABB 1502	CO1. To understand the awareness and growing importance of Brand Building CO2: To know how to build, sustain and grow brands CO3. To know the various new way of building brands CO4. To know about the global perspective of brand building
AGENCY MANAGEMENT	BAMMC EAAM 1503	CO1. To acquaint the students with concepts, techniques and give experience in the application of concepts for developing an effective advertising campaign. CO2. How an ad agency works and what opportunities exist CO3. To familiarize students with the different aspects of running an ad agency CO4. To inculcate competencies thereby enabling to undertake professional work with advertising industry
DIRECT MARKETING & E-COMMERCE	BAMMC EADM 1506	CO1: To understand the awareness and growing importance of Direct Marketing CO2. The objective is to use various direct marketing techniques (traditional and modern) for reaching to ultimate customers and build up customer loyalty and database management CO3. To understand increasing significance of E-Commerce and its applications in business and various sectors

CONSUMER BEHAVIOUR	BAMMC EACB 1507	CO1: To understand the sociological & psychological perspective of consumer behaviour. CO2. To introduce students to the complexities of consumer behaviour, its importance in marketing & advertising. CO3. To sensitize students to the changing trends in consumer behaviour
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T.Y.B.A.M.M.C.- SEMESTER -VI
After completing the course, the learner will be able to:

DIGITAL MEDIA	BAMMC DRGA-601	CO1. Understand digital marketing platform CO2. Understand the key goals and stages of digital campaigns CO3. Understand the of use key digital marketing tools CO4. Learn to develop digital marketing plans.
ADVERTISING DESIGN	BAMMC DRGA-602	CO1. Learner shall understand the process of planning & production of the advertisement. CO2. To highlight the importance of visual language as effective way of communication. CO3. To provide practical training in the field of advertising & make learner industry ready
ADVERTISING IN CONTEMPORARY SOCIETY	BAMMC EAAC 2601	CO1: To understand the environment of Advertising in Contemporary Society CO2. To understand Liberalization and its impact on the economy and other areas of Indian society CO3. To compare and analyse the advertising environment of different countries
BRAND MANAGEMENT	BAMMC EABM 2602	CO1. To understand the awareness and growing importance of brand management. CO2. To know how to build, sustain and grow brands CO3. To know the various sources of brand equity. CO4. To know about the global perspective of brand management
MEDIA PLANNING & BUYING	BAMMC EAMP 2603	CO1. To develop knowledge of major media characteristics CO2. To understand procedures, requirements, and techniques of media planning and buying. CO3. To learn the various media mix and its implementation CO4. To understand budget allocation for a Media plan and fundamental
ADVERTISING & SALES PROMOTION	BAMMC EAAS 2604	CO1: Students should be able to demonstrate a thorough understanding of the major sales promotion concepts, CO2. Use a framework to make effective sales promotion decisions, and CO3. Adopt the necessary skills and point of view of an effective sales promotion campaign