

**Programme Outcomes and Course Outcomes**  
**Bachelor of Arts**  
**(Multimedia & Mass Communication)**  
**(BAMMC)**



Namita Education & Welfare Society's  
**SIDDHARTH COLLEGE**  
**(B.M.M., B.M.S & B.Com)**  
(A Minority Institute, Affiliated to University of Mumbai)

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# **Bachelor of Arts (Multimedia and Mass Communications)**

## **(BAMMC)**

### **Program 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: Learners will understand mass media as a system of interrelated forces, including historical foundations, technological advances, economic dynamics, regulatory constraints, and ethical concerns.

PO3: Students would demonstrate the ability to apply rhetorical principles in a variety of creative, cinematic, organizational, professional and journalistic venues

PO4: This program will equip the learners with professional skills essential for making career in Entertainment industry, Cinema, Television, OTT Platforms, social media platforms etc.

### **Course Outcomes**

#### **FYBAMMC-SEMESTER I**

##### **COURSE TITLE: EFFECTIVE COMMUNICATION-I**

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.

##### **COURSE TITLE: FOUNDATION COURSE –I**

CO1:-To introduce students to the overview of the Indian Society.

CO2:-To help them understand the constitution of India.

##### **COURSE TITLE: VISUAL COMMUNICATION**

CO1:-To provide students with tools that would help them visualize and communicate.

CO2:-To understand Visual communication as part of Mass Communication.

##### **COURSE TITLE: FUNDAMENTALS OF MASS COMMUNICATION**

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.

**COURSE TITLE: CURRENT AFFAIRS**

CO1:-To provide learners with overview on current developments in various fields.

CO2:-To generate interest among the learners about burning issues covered in the media.

**COURSE TITLE: HISTORY OF MEDIA**

CO1:-Learner will be able to understand Media history through key events in the cultural history.

CO2:-To enable the learner to understand the major developments in media history.

## FYBAMMC-SEMESTER II

**COURSE TITLE: EFFECTIVE COMMUNICATION SKILLS –II**

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.

**COURSE TITLE: FOUNDATION COURSE - II**

CO1:-To introduce students to the overview of the Indian Society.

CO2:-To help them understand the constitution of India.

**COURSE TITLE: CONTENT WRITING**

CO1:-To provide students with tools that would help them communicate effectively.

CO2:-Understanding crisp writing as part of Mass Communication.

**COURSE TITLE: INTRODUCTION TO ADVERTISING**

CO1:-To provide the students with basic understanding of advertising, growth, importance and types.

CO2:-To understand an effective advertisement campaigns, tools, models etc.

**COURSE TITLE: INTRODUCTION TO JOURNALISM**

CO1:-To help media students to acquaint themselves with an influential medium of journalism that holds the key to opinion formation & to create awareness.

CO2:-To provide students with various advertising trends, and future.

**COURSE TITLE: MEDIA GENDER & CULTURE**

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.

## SYBAMMC -SEMESTER III

### **COURSE TITLE: Electronic Media - I**

CO1:-To make the students acquainted with working of the two powerful media; i.e. radio and television.

CO2:-To understand the process of creating content in television and radio.

### **COURSE TITLE: CORPORATE COMMUNICATION and PUBLIC RELATIONS**

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.

### **COURSE TITLE: Media studies**

CO1:-To provide an understanding of media theories.

CO2:-To understand the relationship of media with culture and society.

### **COURSE TITLE: Introduction to photography**

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.

### **COURSE TITLE: Film Communication - I**

CO1:-To inculcate liking and understanding of good cinema.

CO2:-To make students aware with a brief history of movies; the major cinema movements.

### **COURSE TITLE: Computer and multimedia - I**

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's to make the learners understand what goes behind the scene and help them choose their stream.

## SYBAMMC -SEMESTER IV

### **COURSE TITLE: Electronic Media - II**

CO1:-To help students learn the art of camera and on field reporting.

CO2:-To educate the students about the production process of radio and television.

**COURSE TITLE: Writing and editing for media**

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.

**COURSE TITLE: Media laws and ethics**

CO1:-To provide the learners with an understanding of laws that control the media.

CO2:-To sensitize them towards social and ethical responsibility of the law of the land.

**COURSE TITLE: Mass Media research**

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.

**COURSE TITLE: Film communication - II**

CO1:-Awareness of cinema of different regions.

CO2:-Understand the contribution of cinema in society.

**COURSE TITLE: Computer and multimedia - II**

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.

CO2:-To introduce the media softwares to make the learner understand what goes behind the scene and help them choose their stream.

## TYBAMMC - SEMESTER V – ADVERTISING

**COURSE TITLE: Copy writing**

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.

**COURSE TITLE: Advertising and marketing research**

CO1:-The course is designed to inculcate the analytical abilities and research skills among the students.

CO2:-To understand research methodologies – Qualitative Vs. Quantitative.

**COURSE TITLE: Direct marketing and E-commerce**

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.

**COURSE TITLE: Agency Management**

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.

**COURSE TITLE: Social Media Marketing**

CO1:-Students learn real-world skills from leading designers, artists, and entrepreneurs.

CO2:-The primary goal is to create problem solvers who strike a balance between traditional art and technology, and between individual vision and teamwork.

**COURSE TITLE: Consumer Behaviour**

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.

## TYBAMMC - SEMESTER V – JOURNALISM

**COURSE TITLE: REPORTING**

CO1:-Certain basic principles: Accuracy, Objectivity, Clarity and speed.

CO2:-The need to verify news. On the spot coverage, checking with the sources, double checking for controversial stories.

**COURSE TITLE: Investigative Journalism**

CO1:-Understand the role of investigative reporting in modern journalism.

CO2:-To learn to conduct investigative research in an ethical manner.

**COURSE TITLE: Business and Financial Journalism**

CO1:-The overall objective of this course is to provide students with the background, knowledge and skills necessary to be business and financial journalists.

CO2:-To create awareness about the importance of business and financial news and its role in coverage, reporting and editing.

**COURSE TITLE: News media management**

CO1:-To make students aware about the responsibilities, structure and functioning of responsibilities of an organization.

CO2:-Students will be able to analyse individual media businesses and understand the Economic drivers of the media economy.

**COURSE TITLE: Mobile Journalism and news media**

CO1:-This course was arranged as a preparation program for Media Students, having an enthusiasm for finding out about the nuts and bolts of versatile news-casting.

CO2:-The subject familiarises the students with the ideas, apparatuses or assets of portable news coverage.

**COURSE TITLE: Media laws and ethics**

CO1:-To help students understand the laws that impact the media.

CO2:-To develop an understanding of the ethical responsibilities of the media.

## TYBAMMC -SEMESTER VI – ADVERTISING

**COURSE TITLE: Digital Media**

CO1:-To acquaint and prepare student for Digital Global Environment.

CO2:-Develop skills for digital marketing and reach.

**COURSE TITLE: Ad design**

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.

**COURSE TITLE: Media planning and buying**

CO1:-To develop knowledge of major media characteristics.

CO2:-To understand procedures, requirements, and techniques of media planning and buying.

**COURSE TITLE: Advertising in contemporary society**

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.

**COURSE TITLE: Rural Marketing**

CO1:-To introduce to Media students about the concept of Rural Marketing and Rural economy.

CO2:-To make students to understand about Rural Environment and demography of Rural India.

**COURSE TITLE: Entertainment and Media Marketing**

CO1:- To equip students with an understanding of marketing practices, frameworks, and trends in the Entertainment Sector.

CO2:- Introducing the students to television industry and film industry.

## TYBAMMC -SEMESTER VI – JOURNALISM

### **COURSE TITLE: Digital Media**

CO1:-To acquaint and prepare student for Digital Global Environment.

CO2:-Develop skills for digital marketing and reach.

### **COURSE TITLE: Newspaper and Magazine Design**

CO1:-The learner is required to understand the process of print media production since the content. Collection to the final print ready layout.

CO2:-This includes news weightage as well as article relevancy and the visual treatment to the text block. The appearance of the various text blocks matters in layout.

### **COURSE TITLE: Crime Reporting**

CO1:-Indian Journalism has progressed significantly.

CO2:-Despite the fact that print media is still at the bleeding edge of remarkable work in Indian news coverage there are sure faces in the advanced media that motivate you to take up news-casting.

### **COURSE TITLE: Lifestyle Journalism**

CO1:-Acquire a conceptual overview of lifestyle journalism and its function in the media industry.

CO2:-Acquire an ability to report on lifestyle journalism stories or events in a clear, concise, factual and meaningful way.

### **COURSE TITLE: Fake news and Fact checking**

CO1:-To give media students the understanding of the differentiation between real news and fake news.


CO2:-To make media students aware of information disorder.

### **COURSE TITLE: Sports Journalism**

CO1:-To provide learners with tools and techniques of sports writing and analysis.

CO2:-To acquaint learners with importance of different sports tournaments.



  
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