



**PROGRAMME OUTCOME AND COURSE OUTCOMES
OF
Bachelor of Arts in Multimedia and Mass Communication
(B.A.M.M.C)**

**ORIENTAL EDUCATION SOCIETY'S
SANPADA COLLEGE OF COMMERCE AND
TECHNOLOGY**

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**Programme Outcomes and Course Outcomes
Bachelor of Arts (Multimedia and Mass Communications)**

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 theoretical 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: Visual Communication

CO 1 :1. To provide students with tools that would help them visualize and communicate. Understanding Visual communication as part of Mass Communication To acquire basic knowledge to be able to carry out a project in the field of visual communication

CO 2 : To acquire basic knowledge in theories and languages of Visual Communication The ability to understand and analyze visual communication from a critical perspective

COURSE TITLE: Fundamentals of mass communication

CO 1 :To introduce students to the history, evolution and the development of Mass Communication in the world with special reference to India. To study the evolution of Mass Media as an important social institution. To understand the development of Mass Communication models.

CO 2 : To develop a critical understanding of Mass Media. To understand the concept of New Media and Media Convergence and its implications.

COURSE TITLE: History of Media

CO 1 : Learner will be able to understand Media history through key events in the cultural history . To enable the learner to understand the major developments in media history. To understand the history and role of professionals in shaping communications. To understand the values that shaped and continues to influence Indian mass media.

CO 2 : Learner will develop the ability to think and analyze about media To sharpen the reading, writing, speaking and listening skills that will help the students to understand the development of Media

COURSE TITLE: Effective Communication I

CO 1 : To make the students aware of functional and operational use of language in media. To equip or enhance students with structural and analytical reading, writing and thinking skills..

CO 2 :.To introduce key concepts of communications

COURSE TITLE:Current Affairs

CO 1 :1. To provide learners with overview on current developments in various fields.

To generate interest among the learners about burning issues covered in the media

CO 2: To equip them with basic understanding of politics, economics, environment and technology so that students can grasp the relevance of related news.

COURSE TITLE:Foundation Course I

CO 1 :1. To introduce students to the overview of the Indian Society. To help them understand the constitution of India.

CO 2 :To acquaint them with the socio-political problems of India.

Course Outcomes
FYBAMMC

SEMESTER II

COURSE TITLE: EFFECTIVE COMMUNICATION-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 AND 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.

Course Outcomes

SYBAMMC

SEMESTER III

COURSE TITLE: Theatre and Mass Communication- I

CO1:-Individual and team understanding on theatrical Arts . Taking ownership of space, time, story-telling, characterization and kinesthetic .

CO2:-Shaping young students' minds through expression of their perception, creating awareness of their role and place in society, their responsibilities and possibilities

COURSE TITLE: Corporate Communications and Public Relations

CO1:- To provide the students with basic understanding of the concepts of corporate communication and public relations. To introduce the various elements of corporate communication and consider their roles in managing media organizations. .

CO2:- To examine how various elements of corporate communication must be coordinated to communicate effectively in today's competitive world. To develop critical understanding of the different practices associated with corporate communication with the latest trends and social media tools.

COURSE TITLE: Media Studies

CO1:-1. To provide an understanding of media theories.

CO2:-To understand the relationship of media with culture and society To understand Media Studies in the context of trends in Global Media

COURSE TITLE: Film Communication

CO1:- To inculcate liking and understanding of good cinema. . To make students aware with a brief history of movies; the major cinema movements. .

CO2:- Understanding the power of visuals and sound and the ability to make use of them in effective communication.. Insight into film techniques and aesthetics.

COURSE TITLE:Computers 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. To introduce the media softwares to make the learners understand what goes behind the scene and help them choose their stream..

CO2:-To prepare learners skilled enough for independency during project papers in TY sem VI.. To help learners work on small scale projects during the academic period.

COURSE TITLE:Introduction to Photography

CO1:- To introduce to media learner the ability of image into effective communication.. To help the learner understand that media photography is a language of visual communication and is far beyond just point and shoot fun moments. To practice how picture speaks thousand words by enlightening the learner on how.

CO2:To develop the base of visualization among learners in using pictures in practical projects. To help learner work on given theme or the subject into making a relevant picture or photo feature.

Course Outcomes
SYBAMMC

SEMESTER IV

COURSE TITLE: Theatre and Mass Communication- I

CO1:-1. Understanding on theatrical Schools and its functions . Enlightening the students about the different techniques of scripting and giving space for the students to improve their creativity in connection to scripting. Individual and team understanding on theatrical Arts .

CO2:- Taking ownership of space, time, story-telling, characterization and kinesthetic .

COURSE TITLE: MEDIA LAWS

CO1:- 1. 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: COMP& MULTIMEDIA

CO1:- To introduce the media software to make the learners understand what goes behind the scene and help them choose their stream. To prepare learners to be skilled enough for independent projects during papers in TY sem VI.

CO2:- To help learners work on small scale projects during the academic period. 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.

COURSE TITLE: WRITING AND EDITING FOR MEDIA

CO1:- The learner will imbibe the importance of writing clearly, precisely and accurately for different types of audiences.

CO2:- Provide acquire basic proficiency in proof-reading and editing.

COURSE TITLE:FILM COMMUNICATION II

CO1:- Create awareness of cinema of different regions. Understand the contribution of cinema in society.

CO2:- How to make technically and grammatically good films. Develop knowledge making to marketing of films.

COURSE TITLE :MASS MEDIA RESEARCH

CO1:- They will gain understanding of scope and techniques of media research, their utility and Limitations.

CO2: Students will acquire in-depth knowledge of research design and semiotics. Students will understand research in Mass Media

Course Outcomes
TYBAMMC

SEMESTER V
JOURNALISM

COURSE TITLE: NEWS MEDIA MANAGEMENT

CO1:-1. To make students aware about the responsibilities, structure and functioning of responsibilities of an organization. Students will be able to analyze individual media businesses and understand the Economic drivers of the media economy. Students will have developed hands-on experience as content marketers using journalistic and digital techniques. Students will have gained a perspective on the evolution of media in the last 25 years and on key current trends.

CO2:- Taking ownership of space, time, story-telling, characterization and kinesthetic .

COURSE TITLE:Journalism ANd Public Opinion

CO1:- 1.1. To understand the role of the media in influencing and impacting Public opinion.. To analyze the formation of Public opinion through digital and social media. . To analyze the impact of the media on public opinion on socio-economic issues.

CO2:- To make students aware of the theoretical framework of research on media and society.

COURSE TITLE:Feature Writing for Social justice

CO1:-1. 1. To provide students with techniques of narration and storytelling . To share the art of developing a story idea .

CO2:- To acquaint and sensitize them through assignments to the issues of deprivation around us and using writing as a tool for social justice

COURSE TITLE: Writing and Editing Skills

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

CO2:- To acquaint learners with the art of narration and storytelling strictly within the contours of journalistic principles.

COURSE TITLE:Reporting

CO1:- . To enable students to become Reporters which is supposed to be a prerequisite while entering into the field of Journalism. . To make them understand the basic ethos of the news and news-gathering. .

CO2:- To prepare them to write or present the copy in the format of news. . To develop a nose for news. . To train them to acquire the skills of news-gathering with traditional as well as modern tools.

COURSE TITLE Investigating Journalism

CO1:- . Understand the role of investigative reporting in modern journalism . To learn to conduct investigative research in an ethical manner. . To create and write excellent investigative stories for the media. .

CO2: To acquire advanced investigative journalistic skills . Learners will acquire the ability to understand and analyze the key areas of investigative journalism even with limited resources.

Course Outcomes
TYBAMMC

SEMESTER V ADVERTISING

COURSE TITLE: BRAND BUILDING

CO1:-1. To understand the awareness and growing importance of Brand Building.
To know how to build, sustain and grow brands

CO2:- To know the various new way of building brands To know about the global perspective of brand building.

COURSE TITLE: COPYWRITING

CO1:- To familiarize the students with the concept of copywriting as selling through writing . To learn the process of creating original, strategic, compelling copy for various mediums To train students to generate, develop and express ideas effectively .

CO2:- 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.

COURSE TITLE: DIRECT MARKETING AND E - COMMERCE

CO1:-1.1. To understand the awareness and growing importance of Direct Marketing. 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

CO2:- To understand the increasing significance of E-Commerce and its applications in business and various sectors. To provide an insight on Direct Marketing activities on various Social Media platforms through E-commerce and its emerging significance in business.

COURSE TITLE: CONSUMER BEHAVIOR

CO1:-To understand the sociological & psychological perspective of consumer behavior. To introduce students to the complexities of consumer behavior, its importance in marketing & advertising

CO2:- .To sensitize students to the changing trends in consumer behavior.

COURSE TITLE:ADVERTISING AND MARKETING RESEARCH

CO1:-. The course is designed to inculcate the analytical abilities and research skills among the students. To understand research methodologies – Qualitative Vs Quantitative

CO2:- To discuss the foundations of Research and audience analysis that is imperative to successful advertising.. To understand the scope and techniques of Advertising and Marketing research, and their utility.

COURSE TITLE: SOCIAL MEDIA MARKETING

CO1:- Students learn real-world skills from leading designers, artists, and entrepreneurs. The primary goal is to create problem solvers who strike a balance between traditional art and technology, and between individual vision and teamwork.

CO2: With a fundamental understanding of digital tools and their creative applications, graduates meet the demands of a diverse and expanding job market in visual storytelling.

Course Outcomes

TYBAMMC

SEMESTER VI JOURNALISM

COURSE TITLE: Lifestyle Journalism

CO1:-1. 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 :Television Journalism

CO1:- To help the students understand television from audio-visual. .

CO2:- To give them a perspective of ownership and the political pattern of news in television journalism. Students gain knowledge of formatting and scripting for various TV programs..

COURSE TITLE:DIGITAL MEDIA

CO1:-1. To acquaint and prepare student for Digital Global Environment

CO2:- Develop skills for digital marketing and reach.

COURSE TITLE:NEWSPAPER AND MAGAZINE MAKING

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 CONTEMPORARY ISSUES

CO1: To understand and analyze some of the present day environmental, political, economic and social concerns and issues.

COURSE TITLE: PHOTO AND TRAVEL JOURNALISM

CO1:- To develop the ability of the learner to bring life into the story through characters and descriptions of places using photographs.

CO2: The learner will be able to spread knowledge about different destinations through writings.

Course Outcomes
TYBAMMC

SEMESTER VI
ADVERTISING

COURSE TITLE: DIGITAL MEDIA

CO1:-1. 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 : AD.DESIGN

CO1:- To help the students understand television from audio-visual. .

CO2:- To give them a perspective of ownership and the political pattern of news in television journalism. Students gain knowledge of formatting and scripting for various TV programs..

COURSE TITLE: ADV. 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: 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 : RURAL MARKETING

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

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

COURSE TITLE: RETAILING AND MERCHANDISING

CO1:- The primary objective of the course is to have students develop marketing competencies in retailing and retail consulting.