



# SREE NARAYANA GURU COLLEGE OF COMMERCE

(LINGUISTIC MINORITY INSTITUTION)

RE-ACCREDITED BY NAAC (GRADE-'B'-CGPA 2.45) [2019-2024]

AFFILIATED TO UNIVERSITY OF MUMBAI & RECOGNISED BY UGC-u/s 2(f)&12B

MANAGED BY SREE NARAYANA MANDIRA SAMITI (REGD.)

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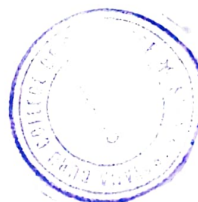
## PROGRAMME OUTCOMES

Programme Code:	Name of the Programme: <b>BACHELOR OF MULTIMEDIA AND MASS MEDIA COMMUNICATION (BAMMC)</b>
<p><b>Programme Outcomes:</b> After successful completion of the programme, graduates will be able to;</p> <p><b>PO (1):</b> Learners will acquire the knowledge and skills required to pursue a career in the specialization of their choice. • Students would demonstrate the ability to apply rhetorical principles in a variety of creative, cinematic, organizational, professional and journalistic venues</p> <p><b>PO (2):</b> Learners would develop a global awareness of political, social and corporate issues influenced by communication sensitivity and skills</p> <p><b>PO (3) :</b> Learners will understand mass media as a system of interrelated forces, including historical foundations, technological advances, economic dynamics, regulatory constraints, and ethical concerns.</p> <p><b>PO(4) :</b> Learners will be able to create and design emerging media products, including blogs, digital audio, digital video, social media, digital photography, and multimedia.</p> <p><b>PO(5) :</b>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</p> <p><b>PO(6) :</b> Learners will comprehend the foundations, process, and practices of writing for and about the media, and demonstrate proficiency in writing across platforms.</p> <p><b>PO(7) :</b>Learners will be able to conceptualize, design, and produce one or more works in media based on effective principles and practices of media aesthetics for a target audience.</p>	



**COURSE OUTCOME**  
**BAMMC DEPARTMENT (FY)**

<b>SEMESTER -I</b>	
<b>COURSE CODE</b>	<b>COURSE TITLE: EVOLUTION OF COMMUNICATION</b>
	<b>MAJOR (MANDATORY)</b>
<b>COURSE OUTCOME:</b> Upon completion of this course, students should be able to:	
<p>To explore the history of communication from pre-historic styles to modern technologies</p> <p><b>CO(1):</b> To visualise techniques and media used in graphic art. (1)</p> <p><b>CO(2):</b> To determine the influences of historic media styles in present day communication (2)</p> <p><b>CO (3):</b> To discuss the evolution of language and other communicative behaviours in humans and other species. (3)</p> <p><b>CO (4):</b> To simplify the role of culture in shaping communication patterns (3)</p> <p><b>CO (5):</b> To prioritize the impact of evolution on communication dynamics (4)</p> <p><b>CO (6):</b> To determine the social dynamics that drive the evolution of communication (5)</p> <p><b>CO (7):</b> To support the impact of technology on the communication systems (6)</p>	
<b>SEMESTER -I</b>	
<b>COURSE CODE</b>	<b>COURSE TITLE: FUNDAMENATLS OF MASS COMMUNICATION</b>
	<b>MAJOR (MANDATORY)</b>
<b>COURSE OUTCOME:</b> Upon completion of this course, students should be able to:	
<p>To introduce students to the history, evolution and the development of Mass Communication in the world with special reference to India</p> <p><b>CO(1):</b> To classify the evolution of Mass Media as an important social institution. (3)</p> <p><b>CO (2):</b> To measure the development of Mass Communication models. (4)</p> <p><b>CO (3):</b> To evaluate critical understanding of Mass Media (4)</p> <p><b>CO (4):</b> To explain the concept of New Media and Media Convergence and its implications.</p>	



SEMESTER -I	
COURSE CODE	COURSE TITLE: CONTEMPORARY ISSUES
	MAJOR (MANDATORY)
COURSE OUTCOME: Upon completion of this course, students should be able to:	

CO(1). To define learners with overview on current developments in various fields.(1)

CO (2). To organize interest among the learners about burning issues covered in the media (2)

CO (3): To formulate them with basic understanding of politics, economics, environment and technology so that students can grasp the relevance of related news. (5)

CO (4) : To determine reading skills by Twenty minutes of newspaper reading and discussion in every lecture (5)

SEMESTER -I	
COURSE CODE	COURSE TITLE: VISUAL COMMUNICATION
	VOCATIONAL SKILLS COURSE
COURSE OUTCOME: Upon completion of this course, students should be able to:	

CO(1) To persuade students with tools that would help them visualize and communicate.(5)

CO(2). To organize Visual communication as part of Mass Communication (5)

CO(3) To validate basic knowledge to be able to carry out a project in the field of visual communication (6)

CO(4). To memorize basic knowledge in theories and languages of Visual Communication  
5. The ability to understand and analyse visual communication (3)

SEMESTER -I	
COURSE CODE	COURSE TITLE: INDIAN KNOWLEDGE SYSTEM
	MINOR
COURSE OUTCOME: Upon completion of this course, students should be able to:	



**CO(1)** To provide students with tools that would help them visualize and communicate.

**CO(2).** Understanding Visual communication as part of Mass Communication To understand the history of culture of India

**CO(3)** To acquire basic knowledge of our past and the importance of culture in India

**CO(4).** To acquire basic knowledge in theories in different culture and tradition

**SEMESTER -I**

**COURSE CODE**

**COURSE TITLE: INTRODUCTION TO COMPUTERS-I**

**Vertical 5 / VEC**

**COURSE OUTCOME:** Upon completion of this course, students should be able to:

**CO(1):** To Visualise Image editing theory 10 Photoshop Bitmaps v/s Vectors When to use Photoshop and when to use drawing Tools (1)

**CO(2) :**To trace Photoshop The tools, Toolbox controls Workspace Property bar, Options bar, Floating palates (2)

**CO(3):** To demonstrate Working with Image mode, Image size, canvas size images Image resolution, size and resampling What is perfect resolution? Cropping to size and resolution Resizing v/s resampling (3)

**SEMESTER I**

**COURSE CODE :**

**COURSE TITLE: INDIAN CONSTITUTION**

**Vertical 5 / VEC**

**Course Outcomes:** After successful completion of the course, students will be able to;

**CO1:** Learners will be empowered to understand the basic structure, nature of Indian Constitution. (2)\*

**CO2:** The learners will be to summarize and classify various sources of finance available to a company. (2)\*

**CO3:** The learner will be able to summarize and calculate the individual and total costs of capital. (2)\*



**SEMESTER I****COURSE CODE**  
**Vertical 5 / AEC****COURSE TITLE: BUSINESS**  
**COMMUNICATION SKILLS I****Course Outcomes:** After successful completion of the course, students will be able to;**CO1:** To recognize learners with the means of understanding the communication process.  
(2)\***CO2:** To produce learners to use letter writing (1)\***CO3:** To examine learners to communication skills at different levels .(2)**SEMESTER I****COURSE CODE :**  
**Vertical 5 / VEC****COURSE TITLE: INDIAN FINANCIAL**  
**SYSTEM (IFS)****Course Outcomes:** After successful completion of the course, students will be able to;**CO1:** To transfer Learners to empower by making them understand the basic structure,  
nature of Finance in Indian Market. (2)\***CO2:** To determine the learners will be to summarize and classify various sources of  
finance available to a company. (5)**CO3:** The learner will be able to reframe and calculate the individual and total costs of  
finance

SEMESTER -II	
COURSE CODE	COURSE TITLE: EXTENSION WORK
	MINOR
<b>COURSE OUTCOME:</b> Upon completion of this course, students should be able to:	
<b>CO 1•</b> To ensure equal access to quality education and educational opportunities to aspirants (2) <b>CO 2•</b> To support the government initiatives in achieving universal foundational literacy and numeracy as per sustainable development program (2) <b>CO 3•</b> To organise remedial programs to address the learning breaches among the youth and provide unending education opportunities (3) <b>CO 4 •</b> To offer more holistic , multidisciplinary and flexible curricular activities with an emphasis on conceptual understanding and personality development (3) <b>CO 5:</b> To offer a wide range of activities and promote critical thinking , creativity and innovation (3) <b>CO 6.</b> To provide aspirants with multiple pathways for skill development and employment (3) <b>CO(7).</b> To implement outreach programs to disseminate knowledge, provide services and support community development (3)	

SEMESTER -II	
COURSE CODE	COURSE TITLE: INTRODUCTION TO CULTURAL ACTIVITES
	MINOR

**COURSE OUTCOME:** Upon completion of this course, students should be able to:

**Course Outcomes:** After successful completion of the course, students will be able to;

**CO1:** To study the importance of cultural activities in India. (1)\*

**CO2:** To discuss the historical importance of cultural activities. (2)\*

**CO3:** To define and describe the overview of cultural practices at Indian and Global level. (1)\*(2)\*

**CO4:** To list the various forms of cultural activities and its applied skills. (4)\*

**CO5:** To describe the role of organizations for organizing cultural activities in India. (2)



SEMESTER -II	
COURSE CODE	COURSE TITLE: NATIONAL SERVICE SCHEME
	MINOR

**COURSE OUTCOME:** Upon completion of this course, students should be able to:

- CO1:** Students comprehend the foundations of the National Service Program. (2)\*
- CO2:** Understand the unique camping program. (2)\*
- CO3:** Students will learn about the regular activities of NSS. (1)\*

SEMESTER -II	
COURSE CODE	COURSE TITLE: DLLE
	MINOR

**COURSE OUTCOME:** Upon completion of this course, students should be able to:

- CO1:** Make students familiarize with concepts of Health, Fitness, Yoga, Sports & Physical Literacy. (1)\*
- CO2:** Sensitize the students about background knowledge of Sports structure of Sports Federations, Indian Olympic Association, Khelo India Schemes, FIT India movement, National Sports Day, Intercollegiate Sports structure of University of Mumbai. (1)\*
- CO3:** Familiarize the students with the various physical education concepts and information regarding various Olympic Sports. (1)\*
- CO4:** Make students aware about famous sports personalities and various awards given to Sportsperson and coaches. (1)\*
- CO5:** Educate students regarding various career opportunities in the sports





SEMESTER -II	
COURSE CODE	COURSE TITLE: EVOLUTION OF MEDIA
	MAJOR MANDATORY)
<b>COURSE OUTCOME:</b> Upon completion of this course, students should be able to:	
<p><b>CO (1) :</b> Explore the history of communication from pre-historic styles to modern technologies • To identify techniques and media used in graphic art. (3)*</p> <p><b>CO (2) :</b> Understand the influences of historic media styles in present day communication (1)*</p> <p><b>CO (3) :</b> Study the evolution of language and other communicative behaviours in humans and other species. (1)*</p> <p><b>CO(4) :</b> Study the role of culture in shaping communication patterns (1)*</p> <p><b>CO (5) :</b> Understand the impact of evolution on communication dynamics (2)*</p>	

SEMESTER -II	
COURSE CODE	COURSE TITLE: PRINT AND PRODUCTION

**COURSE OUTCOME:** Upon completion of this course, students should be able to:

- CO (1):** Introduce students to the history, evolution and the development of Mass Communication in the world with special reference to India. (3)
- CO (2):** Study the evolution of Mass Media as an important social institution. (1)
- CO(3):** Understand the development of Mass Communication models. (2)
- CO (4):** Develop a critical understanding of Mass Media. (6)
- CO (5):** Understand the concept of New Media and Media Convergence and its implications. (1)





**SEMESTER -II**

COURSE CODE

COURSE TITLE: HISTORY OF MEDIA

**COURSE OUTCOME:** Upon completion of this course, students should be able to:

**CO (1):**Introduce students to the history, evolution and the development of Mass Communication in the world with special reference to India. (3)

**CO (2):** Study the evolution of Mass Media as an important social institution. (1)

**CO(3):** Understand the development of Mass Communication models. (2)

**CO (4) :**Develop a critical understanding of Mass Media. (6)

**CO (5) :**Understand the concept of New Media and Media Convergence and its implications.(1)

**SEMESTER -II**

COURSE CODE

COURSE TITLE: RADIO AND TELEVISION

**COURSE OUTCOME:** Upon completion of this course, students should be able to:

**CO (1) :** Evaluate the growth AIR and Community radio – Developmental & Educational role Internet radio & Private FM Channels broadcast (5)

**CO (2):** Evaluate the growth of Private and Satellite channels Growth of private International , National, Regional TV Networks and fierce (5)

**CO (3):** Understand Television channels for niche audiences – entertainment, news, sports, science, health & lifestyle. HDTV telecast Proliferation of DTH services. (1)

**CO (4):** Understand Regional channels A. Rise of regional channels and Importance of regional channels in India & Globally B. Trends in regional radio and Television channels. (1)



SEMESTER -II	
COURSE CODE	COURSE TITLE: INTRODCUTION TO NEW MEDIA

**COURSE OUTCOME:** Upon completion of this course, students should be able to:

**CO (1) :** Familiarize students with the concept of creating new media and its significance in the field of multimedia mass communication. (6)

**CO (2):** Visualise the historical development and evolution of new media technologies. (1)

**CO (3) :**Examine the impact of new media on society, culture, and communication.

**CO (4):** Analyze the characteristics, functions, and uses of various new media platforms.

**CO (5):** Develop practical skills in navigating, creating, and evaluating new media content.

**CO (6):** Encourage critical thinking and ethical considerations in the use of new media.

SEMESTER -II	
COURSE CODE	COURSE TITLE: TRASLATION SKILLS

**COURSE OUTCOME:** Upon completion of this course, students should be able to:

**CO (1):** Relate an opportunity for an in-depth and hands-on study of many areas of applied translation and linguistics (e.g. semantics, pragmatics, sociolinguistics, and others) in the context of interlingual and intercultural transfer of meaning. (2)

**CO (2) :**Examine the students to several modes and types of translation, as well as translation strategies and techniques • To familiarize students with the role and functions of translator/interpreter in the process of intercultural communication. (2)

**CO (3):** Organize the students to concepts of translation/interpreting for specific purposes (legal translation and court interpreting; health care interpreting; conference interpreting; technical translation; literary translation; translation of advertising, entertainment and journalism material (3)



SEMESTER -II	
COURSE CODE	COURSE TITLE: INTRODUCTION OF COMPUTERS -II

**COURSE OUTCOME:** Upon completion of this course, students should be able to:

**CO (1)** Relate an opportunity in Workspace overview 10 Dreamweaver Document toolbar, Document window, Panel groups, Files pane, Property inspector, Tag selector Defining website in Dreamweaver (2)

**CO (2)** Select DW to accomplish basic web page development, Page properties Title, Background image, BG colour, Text colour, Links 4. Using Tables Cell pad (2)

SEMESTER -II	
COURSE CODE	COURSE TITLE: INTRODUCTION OF COMPUTERS -II

**COURSE OUTCOME:** Upon completion of this course, students should be able to:

**CO (1)** Define an insight of the ethics of entrepreneurship. (1)

**CO (2)** Recognize the students to several modes of business and start-ups (2)

**CO (3)** Select awareness among the students of various advantages and disadvantages of Entrepreneurship (1)

SEMESTER -II	
COURSE CODE	COURSE TITLE: FINANCIAL SERVICES

**COURSE OUTCOME:** Upon completion of this course, students should be able to:

**CO (1)** Report the different services (2)

**CO (2)** Transform students to showcase about the credit rating (2)

**CO (3)** Organize awareness in the minds of the students about the concept the different types of crowd funding (3)





SEMESTER -I	
COURSE CODE	COURSE TITLE: EVOLUTION OF COMMUNICATION
	MAJOR (MANDATORY)
<b>COURSE OUTCOME:</b> Upon completion of this course, students should be able to:	
<p>To explore the history of communication from pre-historic styles to modern technologies</p> <p><b>CO(1):</b> To visualise techniques and media used in graphic art. (1)</p> <p><b>CO(2):</b> To determine the influences of historic media styles in present day communication (2)</p> <p><b>CO (3):</b> To discuss the evolution of language and other communicative behaviours in humans and other species. (3)</p> <p><b>CO (4):</b> To simplify the role of culture in shaping communication patterns (3)</p> <p><b>CO (5):</b> To prioritize the impact of evolution on communication dynamics (4)</p> <p><b>CO (6):</b> To determine the social dynamics that drive the evolution of communication (5)</p> <p><b>CO (7):</b> To support the impact of technology on the communication systems (6)</p>	
SEMESTER -I	
COURSE CODE	COURSE TITLE: FUNDAMENATLS OF MASS COMMUNICATION
	MAJOR (MANDATORY)
<b>COURSE OUTCOME:</b> Upon completion of this course, students should be able to:	
<p>To introduce students to the history, evolution and the development of Mass Communication in the world with special reference to India</p> <p><b>CO(1):</b> To classify the evolution of Mass Media as an important social institution. (3)</p>	



SEMESTER -II	
COURSE CODE	COURSE TITLE: INDIAN LANGUAGE (HINDI)
COURSE OUTCOME: Upon completion of this course, students should be able to:	
CO1:	छात्रों को लेखन, वाचन कौशल के ज्ञान प्राप्ति के साथ मौलिक अहम्यहि में बदलाव आएगा। (3)*
CO2:	छात्रों का लेखन, वाचन कौशल द्वारा मानसिक विकास होगा, पठन-शक्ति, शैली का विकास होगा। (4)*
CO3:	छात्रों को लेखन, भाषण कौशल से भाषक-शक्ति, शैलियों का सिखाना होगा अवशेषता आएगी। (6)*
CO4:	छात्रों को लेखन, वाचन, श्रवण, भाषण कौशल की अवशेषताओं और उपयोगिता का ज्ञान प्राप्त होगा। (3)*

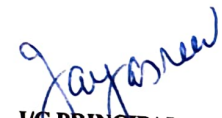
- Note : Numbers given in the bracket ( ) refer to learning levels of the revised Bloom Taxonomy

1) Remember (2) Understand (3) Apply (4) Analyse (5) Evaluate (6) Credits

  
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IQAC COORDINATOR

  
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