



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

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PROGRAMME OUTCOMES

Programme Code: -	Name of the Programme: BA in Multimedia and Mass Communication (BAMMC)
<p>Programme Outcomes: After successful completion of the programme, graduates will be able to;</p> <p>PO1: Emphasizes critical thinking, professional writing, and effective oral communication.</p> <p>PO2: Prepares students for careers in business, advertising, public relations, journalism, and advanced studies.</p> <p>PO3: Equips students with skills for careers in entertainment, cinema, television, OTT platforms, and social media.</p> <p>PO4: Teaches application of rhetorical principles in creative, organizational, and journalistic contexts.</p> <p>PO5: Provides knowledge and values for careers in mass media and interconnected societies.</p> <p>PO6: Develops awareness of political, social, and corporate issues influenced by communication.</p> <p>PO7: Explores mass media as a system influenced by historical, technological, economic, and ethical factors.</p> <p>PO8: Enhances self-confidence, self-efficacy, and awareness of professional responsibilities.</p> <p>PO9: Enables creation and design of blogs, digital audio, video, social media content, digital photography, and multimedia.</p> <p>PO10: Facilitates understanding of the relationship between communication theories and practices, and the application of research methods to media contexts.</p>	



COURSE OUTCOMES

SEMESTER I	
COURSE CODE : BAMMEC-1-101	COURSE TITLE: EFFECTIVE COMMUNICATION-I
Course Outcomes: After successful completion of the course, students will be able to;	
CO1: Understand functional and operational use of language in media.(2)*	
CO2: Do structural and analytical reading and develop writing and thinking skills.(3)*	
CO3: Understand key concepts of communications.(2)*	
SEMESTER I	
COURSE CODE : BAMMFC-101	COURSE TITLE: FOUNDATION COURSE –I
Course Outcomes: After successful completion of the course, students will be able to;	
CO1: Understand overview of Indian society.(2)*	
CO2: Understand the constitution of India.(2)*	
CO3: Understand socio-political problems of India.(2)*	
SEMESTER I	
COURSE CODE : BAMMVC 103	COURSE TITLE: VISUAL COMMUNICATION
Course Outcomes: After successful completion of the course, students will be able to;	
CO1: Use tools that would help them visualize and communicate.(3)*	
CO2: Understand visual communication as part of mass communication.(2)*	
CO3: Carry out a project in the field of visual communication.(3)*	
CO4: Understand theories and languages of visual communication.(2)*	
CO5: Analyze visual communication from a critical perspective.(4)*	
SEMESTER I	
COURSE CODE : BAMMFMC 104	COURSE TITLE: FUNDAMENTALS OF MASS COMMUNICATION
Course Outcomes: After successful completion of the course, students will be able to;	
CO1: Understand history, evolution and the development of mass communication in the world with special reference to India. (2)*	
CO2: Understand the evolution of mass media as an important social institution.(2)*	
CO3: Understand the development of mass communication models.(2)*	
CO4: Develop a critical understanding of mass media.(3)*	
CO5: Understand the concept of new media and media convergence and its implications.(2)*	

SEMESTER I	
COURSE CODE : BAMMCA 105	COURSE TITLE: CURRENT AFFAIRS
Course Outcomes: After successful completion of the course, students will be able to;	
CO1: Understand current developments in various fields.(2)*	
CO2: Generate interest among the learners about burning issues covered in the media.(2)*	
CO3: Understand politics, economics, environment and technology so that students can grasp the relevance of related news.(2)*	
SEMESTER I	
COURSE CODE : BAMMHM 106	COURSE TITLE: HISTORY OF MEDIA
Course Outcomes: After successful completion of the course, students will be able to;	
CO1: Understand media history through key events in the cultural history.(2)*	
CO2: Understand the major developments in media history.(2)*	
CO3: Understand the history and role of professionals in shaping communications.(2)*	
CO4: Understand the values that shaped and continue to influence Indian mass media.(2)*	
CO5: Develop the ability to think and analyze media.(3)*	
SEMESTER II	
COURSE CODE : BAMMEC 201	COURSE TITLE: Effective communication –II
Course Outcomes: After successful completion of the course, students will be able to;	
CO1: Understand use of language in media and organization.(2)*	
CO2: Do structural and analytical reading and develop writing and thinking skills.(3)*	
CO3: Understand key concepts of communications.(2)*	
SEMESTER II	
COURSE CODE : BAMMFC 202	COURSE TITLE: FOUNDATION COURSE-II
Course Outcomes: After successful completion of the course, students will be able to;	
CO1: Gain an overview of Indian society.(2)*	
CO2: Understand the constitution of India.(2)*	
CO3: Understand socio-political problems of India.(2)*	



SEMESTER II	
COURSE CODE : BAMMCW 203	COURSE TITLE: CONTENT WRITING
Course Outcomes: After successful completion of the course, students will be able to;	
CO1: Use tools that will help them communicate effectively.(3)*	
CO2: Understand crisp writing as part of mass communication.(2)*	
CO3: Draw the essence of situations and develop clarity of thought.(3)*	
SEMESTER II	
COURSE CODE : BAMMID 204	COURSE TITLE: INTRODUCTION TO ADVERTISING
Course Outcomes: After successful completion of the course, students will be able to;	
CO1: Understand advertising, growth, importance and types.(2)*	
CO2: Understand effective advertisement campaigns, tools, models etc.(2)*	
CO3: Understand the role of advertising, various departments, careers and creativity.(2)*	
CO4: Understand various advertising trends, and the future.(2)*	
SEMESTER II	
COURSE CODE : BAMMIJ 205	COURSE TITLE: INTRODUCTION TO JOURNALISM
Course Outcomes: After successful completion of the course, students will be able to;	
CO1: Develop skills in news writing, reporting, and editing.(3)*	
CO2: Understand journalistic ethics and standards.(2)*	
CO3: Learn the history and evolution of journalism.(2)*	
CO4: Gain knowledge of media laws and regulations.(2)*	
CO5: Develop proficiency in digital journalism tools and platforms.(3)*	
SEMESTER II	
COURSE CODE : BAMMMGC 206	COURSE TITLE: MEDIA GENDER & CULTURE
Course Outcomes: After successful completion of the course, students will be able to;	
CO1: Understand the significance of culture and the media industry.(2)*	
CO2: Understand the association between the media, gender and culture in society.(2)*	
CO3: Understand the changing perspectives of media, gender and culture in a globalised era.(2)*	



SEMESTER III

COURSE CODE : BAMMC EM-3011	COURSE TITLE: Electronic Media-01
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Course Outcomes: After successful completion of the course, students will be able to;

CO1: Analyze media content critically, considering messaging, audience reception, and cultural impact.(4)*

CO2: Develop practical abilities in recording, editing, and post-production using industry-standard tools.(3)*

CO3: Gain insight into the history, current trends, and future of electronic media.(2)*

CO4: Explore ethical considerations and regulatory frameworks relevant to electronic media.(2)*

CO5: Understand strategies for engaging audiences across platforms and understand the business aspects of electronic media.(2)*

SEMESTER III

COURSE CODE : BAMMC CCPR-302	COURSE TITLE: CORPORATE COMMUNICATION and PUBLIC RELATIONS
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Course Outcomes: After successful completion of the course, students will be able to;

CO1: Understand the concepts of corporate communication and public relations.(2)*

CO2: Understand various elements of corporate communication and consider their roles in managing media organizations.(2)*

CO3: Examine how various elements of corporate communication must be coordinated to communicate effectively in today's competitive world.(5)*

SEMESTER III

COURSE CODE : BAMMC MS-303	COURSE TITLE: MEDIA STUDIES
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Course Outcomes: After successful completion of the course, students will be able to;

CO1: Understand media theories.(2)*

CO2: Understand the relationship of the media with culture and society.(2)*

CO3: Understand media studies in the context of trends in global media.(2)*

SEMESTER III

COURSE CODE : BAMMC IP-304	COURSE TITLE: Introduction To Photography
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Course Outcomes: After successful completion of the course, students will be able to;

CO1: Understand the ability of image into effective communication.(2)*

CO2: Understand that media photography is a language of visual communication and is far beyond just point and shoot fun moments.(2)*

CO3: Practice how a picture speaks a thousand words by enlightening the learner on how.(3)*

CO4: Develop the base of visualisation in using pictures in practical projects.(3)*

CO5: Understand the given theme or the subject to make a relevant picture or photo feature.(2)*

SEMESTER III	
COURSE CODE : BAMMC FCO-305	COURSE TITLE: Film Communication-I
Course Outcomes: After successful completion of the course, students will be able to;	
CO1: Appreciate good cinema.(3)*	
CO2: Understand the brief history of movies; the major cinema movements.(2)*	
CO3: Understand the power of visuals and sound and the ability to make use of them in effective communication.(2)*	
CO4: Understand film techniques and aesthetics.(2)*	
SEMESTER III	
COURSE CODE : BAMMC CMM-306	COURSE TITLE:COMPUTERS MULTIMEDIA - 01
Course Outcomes: After successful completion of the course, students will be able to;	
CO1: Understand the minimum requirements of the software when stepping into the industry.(2)*	
CO2: Understand the media software to make the learners understand what goes behind the scene and help them choose their stream.(2)*	
CO3: Do small scale projects during the academic period.(3)*	
SEMESTER IV	
COURSE CODE : BAMMC EM-4011	COURSE TITLE: Electronic Media-II
Course Outcomes: After successful completion of the course, students will be able to;	
CO1: Understand the historical and technological development of radio and television.(2)*	
CO2: Engage audiences across various platforms and adapt content accordingly.(3)*	
CO3: Analyze how regional channels shape local news and cultural representation.(4)*	
CO4: Master script-writing for radio and TV, adapting content for different mediums.(3)*	
CO5: Understand current trends, including digital platforms and emerging technology.(2)*	
SEMESTER IV	
COURSE CODE : BAMMC WEM-402	COURSE TITLE: Writing and Editing for Media
Course Outcomes: After successful completion of the course, students will be able to;	
CO1: Understand writing styles that fit various media platforms.(2)*	
CO2: Acquire information gathering skills and techniques.(2)*	
CO3: Understand similarities and differences in writing for all forms of media, including internet and digital.(2)*	
CO4: Gain knowledge of different news and copy formats along with appropriate style-sheets and layout.(2)*	
CO5: Acquire basic proficiency in proof-reading and editing.(3)*	

SEMESTER IV**COURSE CODE :** BAMMC MLE-403 | **COURSE TITLE:** Media Laws and Ethics**Course Outcomes:** After successful completion of the course, students will be able to;

CO1: Understand laws which impact the media.(2)*

CO2: Understand the social and ethical responsibility of the media.(2)*

CO3: Understand legal frameworks governing media practices.(2)*

CO4: Develop informed ethical decision-making skills in the media.(3)*

CO5: Understand professional responsibility and ethical media practices.(2)*

SEMESTER IV**COURSE CODE :** BAMMC MMR-404 | **COURSE TITLE:** MASS MEDIA RESEARCH**Course Outcomes:** After successful completion of the course, students will be able to;

CO1: Master various research methodologies used in mass media studies.(3)*

CO2: Develop skills in collecting, analyzing, and interpreting data relevant to mass media research.(3)*

CO3: Evaluate media research studies and their methodologies.(5)*

CO4: Apply research findings to real-world media contexts and issues.(3)*

CO5: Produce well-structured research reports and presentations, effectively communicating their findings. (3)*

SEMESTER IV**COURSE CODE :** BAMMC FCO-405 | **COURSE TITLE:** Film Communication II**Course Outcomes:** After successful completion of the course, students will be able to;

CO1: Understand cinema of different regions.(2)*

CO2: Understand the contribution of cinema in society.(2)*

CO3: Understand how to make technically and grammatically good films.(2)*

CO4: Understand the journey of films from making to marketing of films.(2)*

CO5: Understand the economic aspects of film.(2)*



SEMESTER IV

COURSE CODE : BAMMC CMM-406	COURSE TITLE: Computer Multimedia II
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Course Outcomes: After successful completion of the course, students will be able to;

CO1: Understand the minimum requirements of the software when stepping into the industry.(2)*

CO2: Learn media software to understand what goes behind the scene and help them choose their stream. (2)*

CO3: Work on small-scale projects during the academic period.(3)*

CO4: Demonstrate advanced technical skills in motion graphics and visual effects using industry standard software.(3)*

SEMESTER IV

COURSE CODE : BAMMC WEM-402	COURSE TITLE: Writing and Editing for Media
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Course Outcomes: After successful completion of the course, students will be able to;

CO1: Understand writing styles that fit various media platforms.(2)*

CO2: Acquire information gathering skills and techniques.(3)*

CO3: Understand similarities and differences in writing for all forms of media, including internet and digital.(2)*

CO4: Gain knowledge of different news and copy formats along with appropriate style-sheets and layout.(2)*

CO5: Provide acquire basic proficiency in proof-reading and editing. (3)*

SEMESTER V

COURSE CODE : BAMMC DRGA-501	COURSE TITLE: Copywriting
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Course Outcomes: After successful completion of the course, students will be able to;

CO1: Understand the concept of copy-writing as selling through writing. (2)*

CO2: Understand the process of creating original, strategic, compelling copy for various mediums.(2)*

CO3: Generate, develop and express ideas effectively.(3)*

CO4: Learn rudimentary techniques of advertising headline and body copy-writing.(3)*

CO5: Use the power of creativity for a commercial/business.(3)*



SEMESTER V

COURSE CODE : BAMMC DRGA-502	COURSE TITLE: Advertising & Marketing Research
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Course Outcomes: After successful completion of the course, students will be able to;

CO1: Develop analytical abilities and research skills among the students.(3)*

CO2: Understand research methodologies – qualitative v/s quantitative.(2)*

CO3:Understand the foundations of research and audience analysis.(2)*

CO4:Understand the scope and techniques of advertising and marketing research, and their utility.(2)*

SEMESTER V

COURSE CODE : BAMMC EADM 1506	COURSE TITLE: Direct Marketing & E-Commerce
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Course Outcomes: After successful completion of the course, students will be able to;

CO1: Understand the awareness and growing importance of direct marketing.(2)*

CO2: Use various direct marketing techniques (traditional and modern) to reach to the ultimate customers and build up customer loyalty and database management. (3)*

CO3:Understand the increasing significance of E-Commerce and its applications in business and various sectors. (2)*

CO4:Understand direct marketing activities on various social media platforms through E-commerce and its emerging significance in business.(2)*

SEMESTER V

COURSE CODE : BAMMC EAAM 1503	COURSE TITLE: Agency Management
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Course Outcomes: After successful completion of the course, students will be able to;

CO1: Understand concepts, techniques used for developing an effective advertising campaign.(2)*

CO2: Understand how an ad agency works and what opportunities exist.(2)*

CO3:Understand different aspects of running an ad agency.(2)*

CO4:Undertake professional work in the advertising industry.(3)*

SEMESTER V

COURSE CODE : BAMMC EABB 1502	COURSE TITLE: Brand Building
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Course Outcomes: After successful completion of the course, students will be able to;

CO1: Understand the awareness and growing importance of brand building.(2)*

CO2: Know how to build, sustain and grow brands.(2)*

CO3:Know the various new ways of building brands.(2)*

CO4: Know about the global perspective of brand building.(2)*

SEMESTER V

COURSE CODE : BAMMC EACB 1507

COURSE TITLE: Consumer Behavior

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

CO1: Understand the sociological & psychological perspective of consumer behaviour.(2)*

CO2: Understand the complexities of consumer behaviour, its importance in marketing & advertising.(2)*

CO3: Understand the changing trends in consumer behaviour.(2)*

SEMESTER VI

COURSE CODE : BAMMC DRGA-601

COURSE TITLE: Digital Media

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

CO1: Understand digital marketing platforms.(2)*

CO2: Understand the key goals and stages of digital campaigns.(2)*

CO3: Use key digital marketing tools.(3)*

CO4: Learn to develop digital marketing plans.(2)*

SEMESTER VI

COURSE CODE : BAMMC DRGA-602

COURSE TITLE: Advertising Design

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

CO1: Understand the process of planning & production of the advertisement.(2)*

CO2: Understand the importance of visual language as an effective way of communication.(2)*

CO3: Be well-versed in the field of advertising and become industry ready.(3)*

SEMESTER VI

COURSE CODE : BAMMC EAAC 2601

COURSE TITLE: Advertising in Contemporary Society

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

CO1: Understand the environment of advertising in contemporary society.(2)*

CO2: Understand liberalization and its impact on the economy and other areas of Indian Society. (2)*

CO3: Compare and analyse the advertising environment of different countries.(4)*



SEMESTER VI	
COURSE CODE : BAMMC EABM 2602	COURSE TITLE: Brand Management
Course Outcomes: After successful completion of the course, students will be able to;	
CO1: Understand the awareness and growing importance of brand management.(2)*	
CO2: Know how to build, sustain and grow brands.(2)*	
CO3: Know the various sources of brand equity.(2)*	
CO4: Know about the global perspective of brand management.(2)*	
SEMESTER VI	
COURSE CODE : BAMMC EAMP 2603	COURSE TITLE: Media Planning & Buying
Course Outcomes: After successful completion of the course, students will be able to;	
CO1: Develop knowledge of major media characteristics.(2)*	
CO2: Understand procedures, requirements, and techniques of media planning and buying.(2)*	
CO3: Understand various media mix and their implementation.(2)*	
CO4: Understand budget allocation for a media plan and the fundamentals.(2)*	
SEMESTER VI	
COURSE CODE : BAMMC EATP 2608	COURSE TITLE: Television Program Production
Course Outcomes: After successful completion of the course, students will be able to;	
CO1: Understand Indian television history.(2)*	
CO2: Analyse the cultural impact of television on the audience.(4)*	
CO3: Understand television journalism.(2)*	
CO4: Understand the contemporary trends of television programming to students.(2)*	
CO5: Understand various measurement formats and reporting skills of television.(2)*	

* Note: Numbers given in the brackets () refer to learning levels of the revised Blooms' Taxonomy (2001) as follows:

(1): Remember, (2): Understand, (3): Apply (4): Analyse (5): Evaluate (6): Create



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IQAC Coordinator



Principal



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