

# **Sheth N.K.T.T. college of Commerce and Sheth J.T.T. college of Arts**

## **Department of BAMMAC**

### **CO and PSO**

CHOICE BASED CREDIT SYSTEM BA in Multimedia and Mass Communication (BAMMC) (Choice based) Semester - I & II revised Syllabus to be sanctioned & implemented from 2019-20.

### **PROGRAM OUTCOME**

1. 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.
2. 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
3. This program will equip the learners with professional skills essential for making career in Entertainment industry, Cinema, Television, OTT Platforms, social media platforms etc.
4. Students would demonstrate the ability to apply rhetorical principles in a variety of creative, cinematic, organizational, professional and journalistic venues.
5. Knowledge, skills, and values that prepare them for future careers in our interconnected society, whether in mass media or advanced study
6. Learners would develop a global awareness of political, social and corporate issues influenced by communication sensitivity and skills.
7. Learners will understand mass media as a system of interrelated forces, including historical foundations, technological advances, economic dynamics, regulatory constraints, and ethical concerns.
8. This programme will also give them an improved sense of self-confidence and selfefficacy and an awareness of their responsibilities as professionals in their field
9. Learners will be able to create and design emerging media products, including blogs, digital audio, digital video, social media, digital photography, and multimedia.
10. They will be better equipped to grasp the complex relationship between communication/media theories and a diverse set of individual, social, and professional practices.
11. 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.
12. Learners will comprehend the foundations, process, and practices of writing for and about the media, and demonstrate proficiency in writing across platforms.

13. 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.

14. Learners will acquire the knowledge and skills required to pursue a career in the specialization of their choice.

### COURSE OUTCOMES

Class & Semester	Paper	Course outcome
F.Y.B.A.M.M.C – SEM I	EFFECTIVE COMMUNICATION –I	<ul style="list-style-type: none"> <li>• To make the students aware of functional and operational use of language in media.</li> <li>• To equip or enhance students with structural and analytical reading, writing and thinking skills.</li> <li>• To introduce key concepts of communications</li> </ul>
F.Y.B.A.M.M.C – SEM I	FOUNDATION COURSE –I	<ul style="list-style-type: none"> <li>• To introduce students to the overview of the Indian Society.</li> <li>• To help them understand the constitution of India.</li> <li>• To acquaint them with the socio-political problems of India.</li> </ul>
F.Y.B.A.M.M.C – SEM I	VISUAL COMMUNICATION	<ul style="list-style-type: none"> <li>• To provide students with tools that would help them visualize and communicate.</li> <li>• Understanding Visual communication as part of Mass Communication</li> <li>• To acquire basic knowledge to be able to carry out a project in the field of visual communication 4. To</li> </ul>

		acquire basic knowledge in theories and languages of Visual Communication
F.Y.B.A.M.M.C – SEM I	FUNDAMENTALS OF MASS COMMUNICATION	<ul style="list-style-type: none"> <li>• To introduce students to the history, evolution and the development of Mass Communication in the world with special reference to India.</li> <li>• To study the evolution of Mass Media as an important social institution.</li> <li>• To understand the development of Mass Communication models.</li> <li>• To develop a critical understanding of Mass Media.</li> <li>• To understand the concept of New Media and Media Convergence and its implications</li> </ul>
F.Y.B.A.M.M.C – SEM I	CURRENT AFFAIRS	<ol style="list-style-type: none"> <li>1. To provide learners with overview on current developments in various fields.</li> <li>2. To generate interest among the learners about burning issues covered in the media</li> <li>3. To equip them with basic understanding of politics, economics, environment and technology so that students can grasp the relevance of related news.</li> </ol>

		4. Twenty minutes of newspaper reading and discussion is mandatory in every lecture
F.Y.B.A.M.M.C – SEM I	HISTORY OF MEDIA	<ul style="list-style-type: none"> <li>• Learner will be able to understand Media history through key events in the cultural history</li> <li>• To enable the learner to understand the major developments in media history.</li> <li>• To understand the history and role of professionals in shaping communications.</li> <li>• To understand the values that shaped and continues to influence Indian mass media.</li> <li>• Learner will develop the ability to think and analyze about media.</li> <li>• To sharpen the reading, writing, speaking and listening skills that will help the students to understand the development of Media</li> </ul>
F.Y.B.A.M.M.C – SEM II	Effective communication –II	<ul style="list-style-type: none"> <li>• To make the students aware of use of language in media and organization.</li> <li>• To equip or enhance students with structural and analytical reading, writing and thinking skills.</li> <li>• To introduce key concepts of communications</li> </ul>

F.Y.B.A.M.M.C – SEM II	FOUNDATION COURSE – II	<ul style="list-style-type: none"> <li>• To introduce students to the overview of the Indian Society.</li> <li>• To help them understand the constitution of India.</li> <li>• To acquaint them with the socio-political problems of India</li> </ul>
F.Y.B.A.M.M.C – SEM II	CONTENT WRITING	<ul style="list-style-type: none"> <li>• To provide students with tools that would help them communicate effectively.</li> <li>• Understanding crisp writing as part of Mass Communication</li> <li>• The ability to draw the essence of situations and develop clarity of thought.</li> </ul>
F.Y.B.A.M.M.C – SEM II	INTRODUCTION TO ADVERTISING	<ul style="list-style-type: none"> <li>• To provide the students with basic understanding of advertising, growth, importance and types.</li> <li>• To understand an effective advertisement campaigns, tools, models etc.</li> <li>• To comprehend the role of advertising , various departments, careers and creativity</li> <li>• To provide students with various advertising trends, and future.</li> </ul>
F.Y.B.A.M.M.C – SEM II	INTRODUCTION TO JOURNALISM	<ul style="list-style-type: none"> <li>• To help media students to acquaint themselves with an influential medium of journalism that holds the key to opinion formation &amp; to create awareness.</li> </ul>

F.Y.B.A.M.M.C – SEM II	MEDIA GENDER & CULTURE	<ul style="list-style-type: none"> <li>• To discuss the significance of culture and the media industry.</li> <li>• To understand the association between the media, gender and culture in the society.</li> <li>• To stress on the changing perspectives of media, gender and culture in the globalised era.</li> </ul>

BA in Multimedia and Mass Communication (BAMMC) (Choice based) Semester –III, IV, V and VI revised Syllabus to be sanctioned and implemented from June 2020-21 in progressive manner.

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### **COURSE OUTCOMES**

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S.Y.B.A.M.M.C – SEM III	THEATRE AND MASS COMMUNICATION – I	<ul style="list-style-type: none"> <li>• Individual and team understanding on theatrical Arts</li> <li>• Taking ownership of space, time, story-telling, characterization and kinaesthetic</li> <li>• Shaping young students' minds through expression of their perception, creating awareness of their role and place in society, their responsibilities and possibilities</li> </ul>
S.Y.B.A.M.M.C – SEM III	MEDIA STUDIES	<ul style="list-style-type: none"> <li>• To provide the students with basic understanding of the concepts of corporate communication and public relations.</li> <li>• To introduce the various elements of corporate communication and consider their roles in managing media organizations.</li> </ul>

		<ul style="list-style-type: none"> <li>• To examine how various elements of corporate communication must be coordinated to communicate effectively in today's competitive world.</li> <li>• To develop critical understanding of the different practices associated with corporate communication with the latest trends and social media tools.</li> </ul>
S.Y.B.A.M.M.C – SEM III	MEDIA STUDIES	<ul style="list-style-type: none"> <li>• To provide an understanding of media theories</li> <li>• To understand the relationship of media with culture and society</li> <li>• To understand Media Studies in the context of trends in Global Media</li> </ul>
S.Y.B.A.M.M.C – SEM III	Introduction To Photography	<ul style="list-style-type: none"> <li>• To introduce to media learner the ability of image into effective communication.</li> <li>• To help the learner understand that media photography is a language of visual communication and is far beyond just point and shoot fun moments.</li> <li>• To practice how picture speaks thousand words by enlightening the learner on how.</li> <li>• To develop the base of visualisation among learners in using pictures in practical projects.</li> <li>• To help learner work on given theme or the subject into making a</li> </ul>

		relevant picture or photo feature.
S.Y.B.A.M.M.C – SEM III	Film Communication-I	<ul style="list-style-type: none"> <li>• To inculcate liking and understanding of good cinema.</li> <li>• To make students aware with a brief history of movies; the major cinema movements.</li> <li>• Understanding the power of visuals and sound and the ability to make use of them in effective communication.</li> <li>• 4. Insight into film techniques and aesthetics.</li> </ul>
S.Y.B.A.M.M.C – SEM III	Computers & Multimedia – I	<ul style="list-style-type: none"> <li>• 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.</li> <li>• To introduce the media softwares to make the learners understand what goes behind the scene and help them choose their stream.</li> <li>• To prepare learners skilled enough for independency during project papers in TY sem VI.</li> <li>• To help learners work on small scale projects during the academic period.</li> </ul>
S.Y.B.A.M.M.C – SEM IV	Theatre and Mass Communication-II	<ul style="list-style-type: none"> <li>• Direction and the works, developing an eye for details</li> <li>• Deeper understanding of</li> </ul>

		<p>theatre and how it has evolved to create human connections</p> <ul style="list-style-type: none"> <li>• Understanding the role theatre plays as a medium of mass communication in development of society</li> </ul>
S.Y.B.A.M.M.C – SEM IV	WRITING and EDITING FOR MEDIA	<ul style="list-style-type: none"> <li>• Provide the ability to understand writing styles that fit various media platforms.</li> <li>• It would help the learner acquire information gathering skills and techniques.</li> <li>• 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.</li> <li>• The learner will gather knowledge of different news and copy formats along with appropriate style-sheets and layout.</li> <li>• The learner will imbibe the importance of writing clearly, precisely and accurately for different types of audiences.</li> </ul>

		<ul style="list-style-type: none"> <li>• Provide acquire basic proficiency in proof-reading and editing.</li> </ul>
S.Y.B.A.M.M.C – SEM IV	Media Laws and Ethics	<ul style="list-style-type: none"> <li>• To provide the learners with an understanding of laws those impact the media.</li> <li>• To sensitize them towards social and ethical responsibility of media.</li> </ul>
S.Y.B.A.M.M.C – SEM IV	MASS MEDIA RESEARCH	<ul style="list-style-type: none"> <li>• To introduce students to debates in Research approaches and equip them with tools to carry on research</li> <li>• To understand the scope and techniques of media research, their utility and limitations</li> </ul>
S.Y.B.A.M.M.C – SEM IV	Film Communication II	<ul style="list-style-type: none"> <li>• Awareness of cinema of different regions.</li> <li>• Understand the contribution of cinema in society.</li> <li>• How to make technically and grammatically good films.</li> <li>• From making to marketing of films.</li> <li>• Economic aspects of film.</li> <li>• Careers in films.</li> </ul>
S.Y.B.A.M.M.C – SEM IV	Computer Multimedia II	<ul style="list-style-type: none"> <li>• 1. 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.</li> </ul>

		<ul style="list-style-type: none"><li>• To introduce the media soft wares to make the learner understand what goes behind the scene and help them choose their stream.</li><li>• To prepare learner skilled enough for independency during project papers in TY sem.VI.</li><li>• To help learners work on small scale projects during the academic period.</li></ul>
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