



JNIESTR

Yashwantrao Chavan College of Arts, Commerce & Science

Koperkhairane NAVI MUMBAI

(Permitted by Govt. of Maharashtra, Affiliated to University of Mumbai)

DEPARTMENT OF MASS MEDIA

COURSE: BACHELOR IN MULTIMEDIA & MASS COMMUNICATION (BA in MMC)

Program Outcome (POs)

Bachelor of Arts in Multimedia & Mass Communication is the process of imparting and exchanging information through mass media to large population segments. It utilizes various forms of media as technology has made the dissemination of information more efficient. Primary examples of platforms utilized and examined include journalism and advertising.

Outcomes of BAMMC program include:

PO1 Technical skills: Students should develop strong writing & editing skills, research & data analysis, critical thinking and adaptability. They have to be keen with the computer operations also.

PO2 Problem solving skills: The diversity of mass media formats and communication practices allows for creativity and flexibility in career selection. Individuals with an education in the field can pursue employment in a great number of areas, including marketing and advertising, entertainment, healthcare, journalism, public relations, non-profit and government, communications consulting, broadcast media, financial services, and foreign services.

PO3 Communication skills: Students should be able to communicate effectively with colleagues and stakeholders, both verbally and in writing.

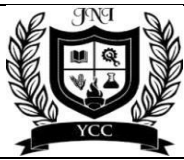
PO4 Teamwork and collaboration: Students are made to the exposure to the new learning activities like group discussions, conducting classroom projects, making questionnaire and taking up the product banalization addition to industry-focused bachelor's degrees in mass communication, there are also bachelor's degrees that focus on mass communication research, the sociocultural impacts of mass media, and mass communication's historical and contemporary role in politics, social justice, and cultural development.

PO5 Ethical and professional conduct: Students should be aware of ethical issues when they are facing the society, as they have to face political, social, economic and religious aspects of the society.

PO6 Lifelong learning: Students should have a strong base to face the society in a diplomatic way opportunities for the students-

PO7 News Media Director: News media directors manage teams of journalists and the production of news stories. They possess an understanding of their readership and audience, create editorial calendars to address stories of interest, and oversee production of informative content around social, political, cultural, and economic issues.

PO8 Journalist: Working under the supervision of news media directors, journalists find, investigate, and write about or report on important events or issues that are relevant to their readers. They employ not only the written word, but also multimedia and eventer active technology to develop stories that



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engage readers while educating them Journalists often specialize within a given area of news media, such as politics, health, economics, or social issues.

PO9 Web Content Specialist and Web Producer: Web content specialists, including media specialists, search engine optimization (SEO) specialists and directors and web producers, are experts in crafting engaging and informative content for online audiences. They typically manage one or more websites or online properties (Such as social media accounts), and conceive of and implement content plans that address their target readerships' interests. These professionals use search engine and web traffic analytics software to assess the performance of their website in terms of web traffic and reader engagement, and continually update their site's content to ensure it stays relevant to their target audiences.

PO10 Public Relations Director: Public relations directors manage the development and execution of strategic communication initiatives that help enhance a company or organization's public reputation and manage a positive relationship with consumers, competitors, investors, and the press. They generally supervise a team of public relations staff and oversee development of media practices that align with the organization's mission and values.

PO11 Marketing Director: Directors of marketing manage the creation of multimedia advertising and other marketing assets that enhance brand reputation, engage consumers, and sell a product or service. These professionals also use marketing and consumer behavior analytics technologies such as search engine marketing analytics technology and customer relationship management software to inform their marketing strategies.



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Program Specific Outcome (PSOs)

PSO1 Understanding various forms of media, including print, broadcast, digital, and social media. They should be able to critically analyze media content and its impact on society.

PSO2 Effective communication skills, both written and verbal, suitable for different media platforms. This includes the ability to write for print, broadcast, and online media.

PSO3 Graduates should be able to critically analyze media content, evaluate its impact, and think analytically about media-related issues and challenges.



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COURSE OUTCOME (COs)

SEMESTER-I

BAMMEC-101 EFFECTIVE COMMUNICATION SKILLS-I

- CO1.** Orient the students in understanding the concept and process of communication and to enable them to the potential and limitations of various communication process.
- CO2.** Students will be able to inculcate the basic, fundamental models of communication in different media platform.
- CO3.** Grasping the concept of working pattern of communication in different criteria, skills to develop writing and identifying the barriers to communication.
- CO4.** Understand the quality and importance of better listening, categories the different types of listening.
- CO5.** Explore the media-oriented forms of reading.

BAMMEC-102 FOUNDATION COURSE-I

- CO1.** Develop a basic understanding of the Constitution of the country and its historical background.
- CO2.** Understand the significance of Fundamental Rights and Duties enshrined in the Constitution.
- CO3.** Analyze and evaluate the impact of Fundamental Rights on society and the individual.
- CO4.** Demonstrate an understanding of the legal framework surrounding Fundamental Rights and Duties.
- CO5.** Analyze and evaluate the role of the judiciary in protecting Fundamental Rights.

BAMMEC—103 VISUAL COMMUNICATION

- CO1.** Understanding visual communication apart from mass communication
- CO2.** students with tools that help them to visualize and communicate with the world.
- CO3.** Introduce basic knowledge about theories and language of visual Communication.
- CO4.** Creating visual communication as a meaningful connection between message and its audience.
- CO5.** Ability to understand and analyze visual communication from critical perspective.

BAMMEC-104 FUNDAMENTALS OF MASS COMMUNICATION

- CO1.** Acquaint the students to the history, evolution, change and the development of mass communication.
- CO2.** Introduce the students to various process and theories of communication.
- CO3.** Familiarize to journalism and role of the society.
- CO4.** Introduce different types of media their characteristics, merits and demerits.



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CO5. Providing students an understanding of the importance of public opinion and role of journalism in framing it.

BAMMEC-105 CURRENT AFFAIRS

CO1. Develop a broad understanding of current events and issues of national and international significance.

CO2. Develop skills in analyzing and evaluating news and media sources.

CO3. Demonstrate an understanding of the historical, cultural, and social context surrounding current events.

CO4. Understand the impact of current events on society and politics.

CO5. Develop critical thinking and analytical skills in interpreting news and media sources.

BAMMEC-106 HISTORY OF MEDIA

CO1. Develop a basic understanding of the history and evolution of media, including print, radio, television, and digital media.

CO2. Understand the cultural, social, and political context of media throughout history.

CO3. Analyze and evaluate the impact of media on society and culture.

CO4. Develop critical thinking and analytical skills in interpreting historical media texts and artifacts.

CO4. Understand the role of media in shaping public opinion and political discourse.

SEMESTER-II

BAMMEC-201 EFFECTIVE COMMUNICATION SKILLS-II

CO1. Advance the communication in different levels of media.

CO2. Make clear with the concept & steps of Translation.

CO3. Focus on the editing part in other forms of Print & Digital media.

CO4. Making the Classroom activity of Mind Mapping (Interpretation of Data) made a clear understanding of the classification of comprehend students with precise writing.

CO5. Understand the Linguistic felicity to use proper grammar usage in communication.

BAMMEC-202 FOUNDATION COURSE-II

CO1. Develop a basic understanding of the Constitution of the country and its historical background.

CO2. Understand the significance of Fundamental Rights and Duties enshrined in the Constitution.

CO3. Analyze and evaluate the impact of Fundamental Rights on society and the individual.

CO4. Demonstrate an understanding of the legal framework surrounding Fundamental Rights and Duties.

CO5. Analyze and evaluate the role of the judiciary in protecting Fundamental Rights.



BAMMEC-203CONTENT WRITING

- CO1.** Help to develop analytical, researching and better comprehension skills.
- CO2.** Recognizing the Grammar, Punctuation, Vocabulary Skills.
- CO3.** Understand the technical aspects of writing tools.
- CO4.** Acquiring advanced research ability to write on any topic
- CO5.** Engaging in the content writing, inform and educate with the steps of content.

BAMMEC-204 INTRODUCTION TO ADVERTISING

- CO1.** Demonstrate an understanding of the history and evolution of advertising.
- CO2.** Understand the role of advertising in contemporary society and culture.
- CO3.** Analyze and evaluate advertising messages and campaigns.
- CO4.** Understand the advertising industry and its various stakeholders, including advertisers, agencies, media outlets, and consumers.
- CO5.** Develop basic skills in advertising strategy and planning.
- CO6.** Create and execute a basic advertising campaign.

BAMMEC-205 INTRODUCTION TO JOURNALISM-

- CO1.** Assisting media students to themselves with an influential medium.
- CO2.** Holding the key of Journalism and creating different opinion and awareness.
- CO3.** Substituting from print media to social media.
- CO4.** Information to pass from the class to the mass.
- CO5.** Provide students with technique of narration and story
- CO6.** Acquaint sensitize them through assignments to the issues of deprivation around us and writing as a tool for justice.

BAMMEC-206 MEDIA, GENDER AND CULTURE

- CO1.** Representation to race, class, gender and sexual identity in the media.
- CO2.** Acknowledge diversity across audiences, content and producers of media.
- CO3.** Analyze stereotypes of gender, race, class and sexual identity in media portrayals.
- CO3.** Discuss media literacy in contemporary terms.
- CO4.** Developing online cultural production and new media.



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SY BA In MMC SEMESTER-III

BAMMC EM-301 ELECTRONIC MEDIA

- CO1.** Develop a basic understanding of the principles and practices of electronic media, including television, radio, and digital media.
- CO2.** Understand the cultural, social, and political context of electronic media.
- CO3.** Analyze and evaluate the impact of electronic media on society and culture.
- CO4.** Develop critical thinking and analytical skills in interpreting electronic media content and its impact.
- CO5.** Understand the role of electronic media in shaping public opinion and political discourse.

BAMMC CCPR-302 CORPORATE COMMUNICATION AND PUBLIC RELATION

- CO1.** Introduce the various elements of corporate communication must be coordinated to communicate effectively in today & competitive world.
- CO2.** Provide the students with basic understanding of the concepts of public relations.
- CO3.** Introduce the importance of ETHICS in corporate communication - corporate image, sustainability and restoration.
- CO4.** Introduction of Media Laws- Invasion of Privacy, Copyright Act, Cyber Crime & RTI.
- CO5.** Understand the growth of PR in Indian Scenario - External PR, Internal PR and Joint ventures between Indian & International PR.

BAMMC MS-303 MEDIA STUDIES

- CO1.** Provide an understanding of media theories.
- CO2.** Understand the relationship of media with culture and society.
- CO3.** Understand Media Studies in the context of trends in Global Media.
- CO4.** Ability to write and discuss on the issues related to media, culture and society
- CO5.** Justify the impact of mass media on culture and society.

BAMMC IP-304 INTRODUCTION TO PHOTOGRAPHY

- CO1.** Develop a basic understanding of the principles and elements of photography including composition, lighting, and exposure.
- CO2.** Understand the historical and cultural context of photography as an art form and medium.
- CO3.** Develop technical skills in operating a camera, selecting lenses, and manipulating settings to achieve desired effects.
- CO4.** Analyze and evaluate photographic images and their impact on society and culture.
- CO5.** Develop critical thinking and analytical skills in interpreting photographic images.



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BAMMC FCO-305 FILM COMMUNICATION-I

- CO1.** Study the similarities and differences between various movie culture.
- CO2.** Inculcate liking and understanding of good cinema.
- CO3.** Making the students aware with a brief history of movies; the major cinema movements.
- CO4.** Insightfulness into film techniques and aesthetics.
- CO5.** Understanding the power of visuals and sound and the ability to make use of them in effective communication.

SY BA In MMC SEMESTER-IV

BAMMC EM-401 ELECTRONIC MEDIA

- CO1.** Develop a basic understanding of the principles and practices of electronic media, including television, radio, and digital media.
- CO2.** Understand the cultural, social, and political context of electronic media.
- CO3.** Analyze and evaluate the impact of electronic media on society and culture.
- CO4.** Develop critical thinking and analytical skills in interpreting electronic media content and its impact.
- CO5.** Understand the role of electronic media in shaping public opinion and political discourse.

BAMMC WEM-402 WRITING AND EDITING IN MEDIA

- CO1.** Develop a basic understanding of the principles and techniques of editing in media, including film, video, and audio.
- CO2.** Understand the role of editing in storytelling and media production.
- CO3.** Develop technical skills in using editing software and hardware, including selecting shots, sequencing footage, and applying effects.
- CO4.** Analyze and evaluate the impact of editing on media content and its message.
- CO5.** Understand the ethical and legal considerations surrounding editing in media, including copyright law and fair use.

BAMMC MLE-403 MEDIA LAW AND ETHICS

- CO1.** Provide the student with an understanding of laws that impact the media.
- CO2.** Aware them towards social and ethical responsibility of media.
- CO3.** Teaching about their legal rights and obligations.
- CO4.** Discuss media regulation in India.
- CO5.** Conclude ethical issues of media with case studies.



BAMMC MMR-404 MASS MEDIA RESEARCH

- CO1.** Understand the distinction is made between research objectives and research aims.
- CO2.** Understand the research methodology, collection of data and research design and the practical knowledge of the same.
- CO3.** Providing the different types of research made the students to explore new things and design the research of the product in a particular way.
- CO4.** Understand the scope & conclusion part of the research with right instances and knowledge.

BAMMC FCO-405 FILM COMMUNICATION-II

- CO1.** Study the similarities and differences between various movie culture.
- CO2.** Inculcate liking and understanding of good cinema.
- CO3.** Making the students aware with a brief history of movies; the major cinema movements.
- CO4.** Insightfulness into film techniques and aesthetics.
- CO5.** Understanding the power of visuals and sound and the ability to make use of them in effective communication.

BAMMC CMM-406 COMPUTERS AND MULTIMEDIA

- CO1.** Develop a basic understanding of computer hardware and software as it relates to multimedia production.
- CO2.** Understand the fundamental principles and techniques of multimedia design, including graphics, audio, video, and animation.
- CO3.** Develop technical skills in using multimedia production software and hardware, including image editing software, video editing software, and sound editing software.
- CO4.** Understand the impact of multimedia on society and culture, including its use in education, advertising, and entertainment.
- CO5.** Develop critical thinking and analytical skills in interpreting multimedia content and its impact on society and culture.

TY BA In MMC SEMESTER-V

27421 COPY WRITING

CO1. Corporate the students with Copywriting or selling through writing.

CO2. Understand the process of creating original, strategic, compelling copy for various mediums.

CO3. Learn the techniques of advertising - Headline, Tagline, Sub-Title, Body Copy - thinking in creative perspective with written expressions.

CO4. Enable the students with the right function of Ad Agency- the concept of “Creative Professional” make the use of creativity for commercial / business reasons.

CO5. Understanding the concept of Idea Generating Techniques- have really made the students to experience practically & clear with the concepts. (Brainstorming, Questionnaires, Picture Prompts, Observation and Interaction tutorial activities made easy to acquainted with concepts)

27427 SOCIAL MEDIA MARKETING

CO1. Develop an understanding of Search Engine optimization.

CO2. Acquire knowledge about social media marketing strategy.

CO3. Design social media post and generate revenue.

CO4. Discuss the evolution of social media marketing and identify related issues.

CO5. Describe S.M.R.T social media goals to achieve successful online campaigns.

27425 AGENCY MANAGEMENT

CO1. Aim to convey the knowledge on advertising management from the perspective of communication.

CO2. Acknowledge the role of media as a strategy to create awareness.

CO3. Illustrating the Student’s ability to write and create campaign on various issue.

CO4. Identify conceptual knowledge of management area.

CO5. Working on an ad agency and what opportunities exists.

B27424 BRAND BUILDING

CO1. Understand the concept of brand, brand management. Meaning an importance of brand positioning.

CO2. Familiarize with various brand elements, Integrating marketing programs. Leveraging secondary brand associations to Build Brand Equity.

CO3. Understand the concept brand value chain, various sources to measure brand Equity.

CO4. Young and Rubicam’s brand asset valuator.

CO5. Understand the meaning of brand architecture. Further understand the concept of brand extension.

27422 ADVERTISING AND MARKETING RESEARCH

CO1. Understand the distinction is made between research objectives and research aims.

CO2. Understand the research methodology, collection of data and research design and the practical knowledge of the same.

- CO3.** Providing the different types of research made the students to explore new things and design the research of the product in a particular way.
- CO4.** Understand the scope & conclusion part of the research with right instances and knowledge.

27423 GLOBALIZATION AND INTERNATIONAL MARKETING

- CO1.** Develop a basic understanding of globalization and its impact on international business and marketing.
- CO2.** Understand the cultural, social, and political context of international marketing.
- CO3.** Analyze and evaluate the impact of globalization on business operations, supply chains, and marketing strategies.
- CO4.** Develop critical thinking and analytical skills in interpreting international marketing strategies and their effectiveness in different cultural contexts.
- CO5.** Understand the legal and ethical considerations surrounding international marketing, including trade agreements, intellectual property rights, and cultural sensitivity.

TY BA In MMC SEMESTER-VI

55332- ADVERTISING IN CONTEMPORARY SOCIETY

- CO1.** Introduce the media students the concept of Globalization and its impact on media & international advertising.
- CO2.** Helping the students to understand the Global Brands.
- CO3.** Helping students to formulate international advertising campaign by identifying strategies, barriers, challenges & steps to create global platform for advertising.
- CO4.** Introduce students to the exposure to international, global brands to create the strategies to develop the same.
- CO5.** Aim the differences between brand positioning & brand perception.

BAMMC DRGA-602 ADVERTISING DESIGN

- CO1.** Understand the role of Agency Department, Process of Designing & creating own Logo for the product.
- CO2.** Make accurate management of advertisement with art direction.
- CO3.** Teaching the Layout for a particular product and choosing right picture to match the product with punchline.
- CO4.** Innovation in transit, pop up ad, SMS reminder, hoardings & storyboard- which put the students with practical knowledge.
- CO5.** Introducing students with the use of digital media, TVC Story line, web ads & social media to advertise the new product.

55339 TELEVISION PROGRAM PRODUCTION

- CO1.** Understand the Indian television history.
- CO2.** Categorize the cultural impact of television on the audience.
- CO3.** Acknowledge Television journalism.
- CO4.** Demonstrate an understanding of the entire production process.
- CO5.** Demonstrate an ability to write script, screenplay and story board for a multi camera TV production.

55338 ENTERTAINMENT AND MEDIA MARKETING

- CO1.** Understand the dynamics in the Media, Entertainment and marketing
- CO2.** Understand the basics of entertainment industry
- CO3.** Demonstrating how advertising, promotion, research and marketing campaigns.
- CO4.** Understanding how marketing campaigns are created to advertise and promote entertainment programming.
- CO4.** Understand the business relationships between marketers and the content producers, creators and distributors.

55334 MEDIA PLANNING AND BUYING

- CO1.** Ability to develop media plans: Students should be able to create effective media plans for different types of campaigns, using research, insights, and data analysis to identify target audiences, select media channels, and allocate budgets.
- CO2.** Ability to execute media plans: Students should be able to execute media plans effectively, negotiating rates, scheduling media buys, and monitoring campaign performance to optimize results.
- CO2.** Knowledge of media metrics: Students should be familiar with key media metrics such as reach, frequency, impressions, and cost-per-thousand, and be able to use these metrics to evaluate media effectiveness and make informed decisions.
- CO3.** Familiarity with media software and tools: Students should be familiar with media software and tools commonly used in the industry, such as media planning and buying software, research tools, and analytic platforms.



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Department of Arts

Course: Bachelor in Mass Media (BA in MMC)

Program Education Outcome (PEOs)

PEO1 Media Production Skills:

Graduates should be proficient in media production techniques, including writing, editing, photography, video production, and digital media creation.

PEO2 Journalistic Integrity:

Graduates should understand and adhere to ethical standards and principles in journalism and media production.

PEO3 Media Management and Marketing:

Graduates should have a basic understanding of media management, marketing, and advertising concepts.



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