

Course Outcome

Department of Multimedia & Mass Communication

Class	Semester	Name of the Paper	Course Outcome
FYBAM MC	Semester-I	EFFECTIVE COMMUNICATION 1	<ol style="list-style-type: none"> 1.To make the students aware of functional and operational use of language in media. 2.To equip or enhance students with structural and analytical reading, writing and thinking skills. 3.To introduce key concepts of communications.
	Semester-I	FOUNDATION COURSE 1	<ol style="list-style-type: none"> 1. To introduce students to the overview of the Indian Society. 2. To help them understand the constitution of India. 3. To acquaint them with the socio-political problems of India.
	Semester-I	VISUAL COMMUNICATION	<ol style="list-style-type: none"> 1. To provide students with tools that would help them visualize and communicate. 2. Understanding Visual communication as part of Mass Communication 3. To acquire basic knowledge to be able to carry out a project in the field of visual communication 4. To acquire basic knowledge in theories and languages of Visual Communication 5. The ability to understand and analyze visual communication from a critical perspective
	Semester-I	FUNDAMENTALS OF MASS COMMUNICATION	<ol style="list-style-type: none"> 1. To introduce students to the history, evolution and the development of Mass Communication in the world with special reference to India. 2. To study the evolution of Mass Media as an important social institution. 3. To understand the development of Mass Communication models. 4. To develop a critical understanding of Mass Media. 5. To understand the concept of New Media and Media Convergence and its implications.
	Semester-I	CURRENT AFFAIRS	<ol style="list-style-type: none"> 1. To provide learners with overview on current developments in various fields. 2. To generate interest among the learners about burning issues covered in the media 3. To equip them with basic understanding of politics, economics, environment and technology so that students can grasp the relevance of related news

	Semester-I	HISTORY OF MEDIA	<ol style="list-style-type: none"> 1. Learner will be able to understand Media history through key events in the cultural history 2. To enable the learner to understand the major developments in media history. 3. To understand the history and role of professionals in shaping communications. 4. To understand the values that shaped and continues to influence Indian mass media. 5. Learner will develop the ability to think and analyze about media. 6. To sharpen the reading, writing, speaking and listening skills that will help the students to understand the development of Media
FYBAM MC	Semester-II	EFFECTIVE COMMUNICATION SKILLS - II	<ol style="list-style-type: none"> 1. To make the students aware of use of language in media and organization. 2. To equip or enhance students with structural and analytical reading, writing and thinking skills. 3. To introduce key concepts of communications.
		FOUNDATION COURSE 2	<ol style="list-style-type: none"> 1. To introduce students to the overview of the Indian Society. 2. To help them understand the constitution of India. 3. To acquaint them with the socio-political problems of India.
	Semester-II	CONTENT WRITING	<ol style="list-style-type: none"> 1. To provide students with tools that would help them communicate effectively. 2. Understanding crisp writing as part of Mass Communication 3. The ability to draw the essence of situations and develop clarity of thought.
	Semester-II	INTRODUCTION TO ADVERTISING	<ol style="list-style-type: none"> 1. To provide the students with basic understanding of advertising, growth, importance and types. 2. To understand an effective advertisement campaigns, tools, models etc. 3. To comprehend the role of advertising, various departments, careers and creativity 4. To provide students with various advertising trends, and future.
	Semester-II	INTRODUCTION TO JOURNALISM	To help media students to acquaint themselves with an influential medium of journalism that holds the key to opinion formation & to create awareness.
	Semester-II	MEDIA GENDER & CULTURE	<ol style="list-style-type: none"> 1. To discuss the significance of culture and the media industry. 2. To understand the association between the media, gender and culture in the society. 3. To stress on the changing perspectives of media, gender and culture in the globalised era.

SYBAMMC	Semester-III	Theatre and Mass Communication-I	<ol style="list-style-type: none"> 1. Individual and team understanding on theatrical Arts 2. Taking ownership of space, time, story-telling, characterization and kinesthetic 3. Shaping young students' minds through expression of their perception, creating awareness of their role and place in society, their responsibilities and possibilities
	Semester-III	Corporate Communication & Public Relations	<ol style="list-style-type: none"> 1. To provide the students with basic understanding of the concepts of corporate communication and public relations. 2. To introduce the various elements of corporate communication and consider their roles in managing media organizations. 3. To examine how various elements of corporate communication must be coordinated to communicate effectively in today's competitive world. 4. To develop critical understanding of the different practices associated with corporate communication with the latest trends and social media tools.
	Semester-III	Media Studies	<ol style="list-style-type: none"> 1. To provide an understanding of media theories 2. To understand the relationship of media with culture and society 3. To understand Media Studies in the context of trends in Global Media
	Semester-III	Introduction to Photography	<ol style="list-style-type: none"> 1. To introduce to media learner the ability of image into effective communication. 2. To help the learner understand that media photography is a language of visual communication and is far beyond just point and shoot fun moments. 3. To practice how picture speaks thousand words by enlightening the learner on how. 4. To develop the base of visualisation among learners in using pictures in practical projects. 5. To help learner work on given theme or the subject into making a relevant picture or photo feature.
	Semester-III	Film Communication-I	<ol style="list-style-type: none"> 1. To inculcate liking and understanding of good cinema. 2. To make students aware with a brief history of movies; the major cinema movements. 3. Understanding the power of visuals and sound and the ability to make use of them in effective communication. 4. Insight into film techniques and aesthetics.

	Semester-III	Computers and Multimedia-I	<ol style="list-style-type: none"> 1. 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. 2. To introduce the media softwares to make the learners understand what goes behind the scene and help them choose their stream. 3. To prepare learners skilled enough for independency during project papers in TY sem VI. 4. To help learners work on small scale projects during the academic period.
SYBAMM C	Semester-IV	Theatre and Mass Communication-II	<ol style="list-style-type: none"> 1. Direction and the works, developing an eye for details 2. Deeper understanding of theatre and how it has evolved to create human connections 3. Understanding the role theatre plays as a medium of mass communication in development of society
	Semester-IV	Writing and Editing for Media	<ol style="list-style-type: none"> 1. Provide the ability to understand writing styles that fit various media platforms. 2. It would help the learner acquire information gathering skills and techniques. 3. 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. 4. The learner will gather knowledge of different news and copy formats along with appropriate style-sheets and layout. 5. The learner will imbibe the importance of writing clearly, precisely and accurately for different types of audiences 6. Provide acquire basic proficiency in proof-reading and editing.
	Semester-IV	Media Laws and Ethics	<ol style="list-style-type: none"> 1. To provide the learners with an understanding of laws those impact the media. 2. To sensitize them towards social and ethical responsibility of media.
	Semester-IV	MASS MEDIA RESEARCH	<ol style="list-style-type: none"> 1. To introduce students to debates in Research approaches and equip them with tools to carry on research 2. To understand the scope and techniques of media research, their utility and limitations

	Semester-IV	Film Communication II	<ol style="list-style-type: none"> 1. Awareness of cinema of different regions. 2. Understand the contribution of cinema in society. 3. How to make technically and grammatically good films. 4. From making to marketing of films. 5. Economic aspects of film. 6. Careers in films
	Semester-IV	Computer Multimedia II	<ol style="list-style-type: none"> 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. 2. To introduce the media soft wares to make the learner understand what goes behind the scene and help them choose their stream. 3. To prepare learner skilled enough for independency during project papers in TY sem.VI. 4. To help learners work on small scale projects during the academic period.

TYBAMM C AD	Semester-V(Ad)	COPY WRITING	<ol style="list-style-type: none"> 1. To familiarize the students with the concept of copywriting as selling through writing 2. To learn the process of creating original, strategic, compelling copy for various mediums 3. To train students to generate, develop and express ideas effectively 4. 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.
	Semester-V(Ad)	ADVERTISING & MARKETING RESEARCH	<ol style="list-style-type: none"> 1. The course is designed to inculcate the analytical abilities and research skills among the students. 2. To understand research methodologies – Qualitative Vs Quantitative 3. To discuss the foundations of Research and audience analysis that is imperative to successful advertising. 4. To understand the scope and techniques of Advertising and Marketing research, and their utility.

	Semester-V(Ad)	BRAND BUILDING	<ol style="list-style-type: none"> 1. To understand the awareness and growing importance of Brand Building. 2. To know how to build, sustain and grow brands. 3. To know the various new way of building brands. 4. To know about the global perspective of brand building
	Semester-V(Ad)	AGENCY MANAGEMENT	<ol style="list-style-type: none"> 1. To acquaint the students with concepts, techniques and give experience in the application of concepts for developing an effective advertising campaign. 2. How an ad agency works and what opportunities exist 3. To familiarize students with the different aspects of running an ad agency 4. To inculcate competencies thereby enabling to undertake professional work with advertising industry.
	Semester-V(Ad)	DIRECT MARKETING & E-COMMERCE	<ol style="list-style-type: none"> 1. To understand the awareness and growing importance of Direct Marketing 2. 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 3. To understand increasing significance of E-Commerce and its applications in business and various sectors. 4. To provide an insight on Direct Marketing activities on various Social Media platforms through E-commerce and its emerging significance in business.
	Semester-V(Ad)	CONSUMER BEHAVIOUR	<ol style="list-style-type: none"> 1. To understand the sociological & psychological perspective of consumer behaviour. 2. To introduce students to the complexities of consumer behaviour, its importance in marketing & advertising. 3. To sensitize students to the changing trends in consumer behaviour
TYBAMM C AD	Sem-VI(Ad)	DIGITAL MEDIA	<ol style="list-style-type: none"> 1. Understand digital marketing platform 2. Understand the key goals and stages of digital campaigns 3. Understand the of use key digital marketing tools 4. Learn to develop digital marketing plans

		ADVERTISING DESIGN	1. Learner shall understand the process of planning & production of the advertisement. 2. To highlight the importance of visual language as effective way of communication. 3. To provide practical training in the field of advertising & make learner industry ready
	Sem-VI(Ad)	ADVERTISING IN CONTEMPORARY SOCIETY	1. To understand the environment of Advertising in Contemporary Society 2. To understand Liberalization and its impact on the economy and other areas of Indian society 3. To compare and analyse the advertising environment of different countries
	Sem-VI(Ad)	MEDIA PLANNING & BUYING	1. To develop knowledge of major media characteristics 2. To understand procedures, requirements, and techniques of media planning and buying. 3. To learn the various media mix and its implementation 4. To understand budget allocation for a Media plan and fundamentals
	Sem-VI(Ad)	ADVERTISING & SALES PROMOTION	1. Students should be able to demonstrate a thorough understanding of the major sales promotion concepts, 2. Use a framework to make effective sales promotion decisions, and 3. Adopt the necessary skills and point of view of an effective sales promotion campaign
	Sem-VI(Ad)	ENTERTAINMENT & MEDIA MARKETING	1.To equip students with an understanding of marketing practices, frameworks, and trends in the Entertainment Sector 2. Introducing the students to television industry and film industry. 3. Will make students go through different case studies regarding radio marketing skills, Social media marketing skills etc. 4.Will help to know the impact of media industry on the viewers, understanding its characteristics
TYBAMM C JOURNO	Semester-V (J)	Reporting	1. To enable students to become Reporters which is supposed to be a prerequisite while entering into the field of Journalism. 2. To make them understand basic ethos of the news and news-gathering. 3. To prepare them to write or present the copy in the format of news. 4. To develop nose for news. 5. To train them to acquire the skills of news-gathering with traditional as well as 48 modern

			<p>tools.</p> <p>6. To inculcate the skills for investigative journalism.</p> <p>7. To make them understand the basic structure/essential knowledge for various beats.</p> <p>8. To make them responsible reporters and the face of media.</p>
	Semester-V (J)	Investigative Journalism	<p>1. Understand the role of investigative reporting in modern journalism</p> <p>2. To learn to conduct investigative research in an ethical manner.</p> <p>3. To create and write excellent investigative stories for media.</p> <p>4. To acquire advanced investigative journalistic skills</p> <p>5. Learner will acquire the ability to understand and analyse the key areas of investigative journalism even with limited resources.</p>
	Semester-V (J)	Business and Financial Journalism	<p>1. The overall objective of this course is to provide students with the background, knowledge and skills necessary to be business and financial journalists.</p> <p>2. To create awareness about the importance of business and financial news and its role in coverage, reporting and editing</p> <p>3. Acquire the skills to write different kinds of Business and Financial leads.</p> <p>4. Acquire the skill to convert Business news releases into Business and financial reports</p> <p>5. To improve skills in reporting and writing basic and complex business and financial stories in different beats</p> <p>6. Provide a basic understanding of the world of business and finance by localising financial and economic data effectively.</p>
	Semester-V (J)	News Media Management	<p>1. To make students aware about the responsibilities, structure and functioning of responsibilities of an organization.</p> <p>2. Students will be able to analyze individual media businesses and understand the Economic drivers of the media economy.</p> <p>3. Students will have developed hands-on experience as content marketers using journalistic and digital techniques.</p> <p>4. Students will have gained a perspective on the evolution of media in the last 25 years and on key current trends.</p>

	Semester-V (J)	. Journalism and Public Opinion	<ol style="list-style-type: none"> 1. To understand the role of media in influencing and impacting Public opinion. 2. To analyse the formation of Public opinion through digital and social media. 3. To analyse the impact of the media on public opinion on socio-economic issues. 4. To make students aware of theoretical framework of research on media and society.
	Semester-V (J)	Media Laws and Ethics	<ol style="list-style-type: none"> 1. To help students understand the laws that impact the media 2. To develop an understanding of the ethical responsibilities of the media 3. To help students appreciate the challenges of fake news and misinformation in a new changing ecosystem of news and information.
TYBAMM C JOURNO	Semester-VI (J)	DIGITAL MEDIA	<ol style="list-style-type: none"> 1. Understand digital marketing platform 2. Understand the key goals and stages of digital campaigns 3. Understand the of use key digital marketing tools 4. Learn to develop digital marketing plans
	Semester-VI (J)	. NEWSPAPER and MAGAZINE DESIGN (PROJECT)	<ol style="list-style-type: none"> 1. The learner is required to understand the process of print media production since the content collection to the final print ready layout. 2. 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. 3. Learner should be able to reconstruct headlines suitable for the space keeping the core meaning and intensity intact. 4. Learners are expected to develop software skills to be employable in industry. 5. Learners shall develop the aesthetic vision and understand the discipline behind a layout.
	Semester-VI (J)	CONTEMPORARY ISSUES	<ol style="list-style-type: none"> 1. To stress the importance of social economic political aspects of the society as a media professional. 2. To understand the role of media as a strategy to create awareness on various issues and mobilise to bring social progress.
	Semester-VI (J)	PHOTO and TRAVEL JOURNALISM	<ol style="list-style-type: none"> 1. The objective of this course is to develop the ability of the learner to bring life into the story through characters and descriptions of places using photographs. 2. The learner will be able to spread knowledge about different destinations through writings

			<p>3. To understand the diverse audiences that are interested in travel and lifestyle related content.</p> <p>4. To understand the use of camera and images to drive interest in stories</p>
	Semester-VI (J)	MAGAZINE JOURNALISM	This course introduces the students to the nuances of magazine journalism, feature writing and Reviews.
	Semester-VI (J)	TELEVISION JOURNALISM	<p>1. To provide students with technique of narration and story telling.</p> <p>2. To share the art of developing a story idea</p> <p>3. To acquaint and sensitize them through assignments to the issues of deprivation around us and using writing as a tool for social justice</p>