



Prahladrai Dalmia Lions College of Commerce & Economics

Sunder Nagar, Malad (West), Mumbai, 400 064

ISO 9001:2015 Certified

Program Outcome of Bachelor of Arts in Multimedia and Mass Communication (BAMMC)

Programme Outcomes

PO-1:	The programme 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.
PO-2:	Literature or the fine arts contribute to the gradual civilization of man by activating his sense perceptions sharply so as to be quick enough to react to their appeal.
PO-3:	They will be confident at Listening (comprehending), speaking, reading and writing skills.
PO-4:	Students will be able to increase confidence in speaking publicly. Students will be able to prepare, organize, and deliver an engaging oral presentation.
PO-5:	<p>These arts appeal to the emotional aesthetic reflective intellectual meditative and spiritual faculties of man. Utility is the criterion of mechanical arts.</p> <p>On the other hand, literature is a mode of reflecting reality, intending to appeal to the various faculties of sensitive sensible and sentient man.</p>
PO-6	On the other hand, literature is a mode of reflecting reality, intending to appeal to the various faculties of sensitive sensible and sentient man.

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Program Outcome of Bachelor of Arts in Multimedia and Mass Communication (BAMMC)

Programme Specific Outcomes

PSO-1:	Learners will develop a global awareness of political, social and corporate issues influenced by communication sensitivity and skills.
PSO-2:	Learners will be able to conceptualize design and produce projects in media based on effective principles and practices of media aesthetics for specific audiences.
PSO-3:	Learners will be able to create and design emerging media products, including Blogs, Digital Audio and Video, Social media, Digital Photography and Multimedia.
PSO-4:	Learners will learn the elements of lead writing, inverted pyramid, news story construction, attribution, and appropriate newspaper style.
PSO-5:	Program will develop knowledge, skills and judgement around human communication that will facilitate their ability to work collectively with others.
PSO-6:	Program offers all round development of the learner by touching upon areas like effective communication strategies, industry exposure, public relations etc. thereby grooming them to become complete media professionals.
PSO-7:	Learners will understand mass media as a system of inter related forces including technological advances, current affairs, commercial aspects, regulatory constraints and ethical concerns.
PSO-8:	Learners will be able to create and design emerging media products, including Blogs, Digital Audio and Video, Social media, Digital Photography and Multimedia.
PSO-9:	Learners will develop a global awareness of political, social and corporate issues influenced by communication sensitivity and skills.

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COURSE OUTCOME

NAME OF THE PROGRAMME: FYB.A.MMC – SEMESTER I

Serial No.	Course Name	Course Outcome
1	History of Media	CO 1 The learner will be able to analyse Media history through key events in the cultural history. CO 2 The learner will be able to evaluate the major developments in regional media history. CO 3 The learner will be able to evaluate the role of professionals in shaping communications. CO 4 The learner will be able to analyse the values that shaped and continues to influence Indian mass media.
2	Foundation Course I	CO 1 The student will be able to explain the multi-cultural diversity of Indian society and recognize the concept of linguistic diversity. CO 2 The student will be able to describe the concept of disparity arising out of gender, physical and mental disabilities. CO 3 The student will examine the causes and effects of conflicts arising out of regionalism and linguistic differences. CO 4 The student will be able to explain the philosophy of the Constitution as set out in the Preamble and its structure. CO 5 The student can identify the party system in Indian politics. CO 6 The student can identify problems like substance abuse, Issues of child labour, trafficking of women

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3.	Effective Communication I	CO 1 The learner will be able to state the concept of communication and its practical application in media. CO 2 The learner will develop a strong vocabulary by adapting reading skills and the nuances of linguistics. CO 3 The learner will have an improved thinking pattern to develop in them essential presentation and cognitive skills. 4. The learner will be able to perform the job translation efficiently.
4.	Visual Communication	CO 1 The learner will be able to analyse visual communication as a concept of professional study. CO 2 The learner will analyse several perceptual and sensory theories that have been developed over time to make him/her capable of effective visual communication elements. CO 3 The learner will evaluate the professional use of colour and design in media with the psychological implications. CO 4 The learner will be able to describe the different tools and mediums of visual communication. CO 5 The learner will be sensitised towards the ethical use of visual elements in social media.
5.	Current Affairs	CO 1 The student will gain an overview on current developments in various fields. CO 2 The learner will analyse events of politics, economics, environment and technology so that students can grasp the relevance of related news. CO 3 The learner will evaluate burning issues covered in the media. CO 4 The learner will analyse important developments within the state of Maharashtra. CO 5 The learner will apply current media applications.

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6.	Fundamentals of Mass Communication	<p>CO 1 The learner will be able to explain the history, evolution and the development of Mass Communication in the world with special reference to India.</p> <p>CO 2 The learner will be able to examine the evolution of Mass Media as an important social institution</p> <p>CO 3 The learner can compare various Mass Communication models and use it in everyday situations.</p> <p>CO 4 The learner will develop critical understanding of Mass Media.</p> <p>CO 5 The learner will be able to explain the concept of New Media, Media Convergence and its implications.</p>
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F.Y.B.A.MMC - Semester II

Serial No	Course Name	Course Outcome
1.	Content Writing	<p>CO 1 The learner will be able to classify the essentials of good writing and grammar.</p> <p>CO 2 The learner will be able to distinguish how to edit sentences, captions, headlines.</p> <p>CO 3 The learner will be able to identify how to write for social media posts, caption writing, etc.</p> <p>CO 4 The learner can explain the use of PowerPoint tools, how to do plagiarism check, paraphrasing. Citation and referencing style.</p> <p>CO 5 The learner will be able to recognize the importance of content and designing keywords for Search Engine Optimization.</p>

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2.	Foundation Course II	CO 1 The learner can explain the concepts of liberalization, privatization and globalization. CO 2 The learner will be able to describe the concept of Human Rights, origin and evolution. CO 3 The learner will be able to examine the importance of Environment Studies in the current developmental context. CO 4 The learner can identify the causes of stress and conflict in individuals and society. CO 5 The learner can recognise the types of conflicts and use of coping mechanisms for managing individual stress.
3.	Effective Communication II	CO 1 The learner will be equipped with skills and techniques of Report writing, organisational writing, and writing for publicity. CO 2 The learner will be able to edit a passage grammatically with restructuring of sentences, reorganizing sentence sequence in a paragraph, and using link words. CO 3 The learner will be able to paraphrase in communication, plagiarism, and translation. The learner will also be able to summarize content, the points and sub-points. CO 4 The learner will be equipped with skills to read graphs, maps, charts, and compile content based on the data provided.
4.	Introduction to Journalism	CO 1 The learner will analyse the influential medium of journalism. CO 2 The learner will evaluate the news process and how news is generated from raw information. CO 3 The learner will be able to apply the principles of Journalism. CO 4 The learner will be able to evaluate the different careers in Journalism.

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5.	Introduction to Advertising	CO 1 The learner will analyse advertising as a creative profession, its types, ethics to be followed, sociocultural impact of the same and the various theories applicable to advertising. CO 2 The learner will analyse Integrated Marketing Communication as a concept with its process. CO 3 The learner will be able to apply creativity required in advertising as a commercial field with the process and strategies used to implement it. CO 4 The learner will analyse the concept and functioning of an advertising agency.
6.	Media, Gender and Culture	CO 1 The learner will be able to explain the significance of culture and media industry. CO 2 The learner can identify the association between media, gender and culture in the society. CO 3 The learner can examine the changing perspectives of media, gender, and culture in the globalised era.

S.Y.B.A.MMC Semester-III

Serial No.	Course Name	Course Outcome
1.	Media Studies	CO 1 The learner will analyse and compare media theories. CO 2 The learner will evaluate relationship of media with culture and society. CO 3 The learners will analyse the impact of Globalization on society. CO 4 The learner will compare and evaluate Media Studies in the context of trends in Global Media.

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2.	Motion Graphics and Visual Effects - I	<p>CO 1 Understand the difference between a visual effect and a special effect.</p> <p>CO 2 Determine when to choose whether to create a visual effect or a special effect and determine when the two techniques can work together.</p> <p>CO 3 Understand basic image processing techniques.</p> <p>CO 4 Pull mattes using various image processing techniques including Chroma-keying</p> <p>CO 5 Track motion data using various techniques.</p> <p>CO 6 Describe and use the compositing process and identify major applications used in industry. Develop a visual effects pipeline for integration in the filmmaking process.</p>
3.	Corporate Communication and Public Relations	<p>CO 1 To provide the students with basic understanding of the concepts of corporate communication and public relations.</p> <p>CO 2 To introduce the various elements of corporate communication and consider their roles in managing media organizations.</p> <p>CO 3 To examine how various elements of corporate communication must be coordinated to communicate effectively in today's competitive world.</p> <p>CO 4 To develop critical understanding of the different practices associated with corporate communication with the latest trends and social media tools.</p>
4.	Introduction to Photography	<p>CO 1 To introduce to media learner the ability of image into effective communication.</p> <p>CO 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.</p> <p>CO 3 To practice how picture speaks thousand words by enlightening the learner on how.</p> <p>CO 4 To develop the base of visualisation among learners in using pictures in practical projects.</p> <p>CO 5 To help learner work on given theme or the subject</p>

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5	Film Communication – I	CO 1 To inculcate liking and understanding of good cinema. CO 2 To make students aware with a brief history of movies; the major cinema movements. CO 3 Understanding the power of visuals and sound and the ability to make use of them in effective communication. CO 4 Insight into film techniques and aesthetics.
6	Computers and Multimedia - I	CO 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. CO 2 To introduce the media software's to make the learners understand what goes behind the scene and help them choose their stream. CO 3 To prepare learners skilled enough for independency during project papers in TY semester VI. CO 4 To help learners work on small scale projects during the academic period.

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S.Y.B.A.MMC Semester-IV

Serial No.	Course Name	Course Outcome
1.	Motion Graphics and Visual Effects II	CO 1 Understand the difference between a visual effect and a special effect. CO 2 Determine when to choose whether to create a visual effect or a special effect and determine when the two techniques can work together. CO 3 Understand basic image processing techniques. CO 4 Pull mattes using various image processing techniques including Chroma-keying CO 5 Track motion data using various techniques. CO 6 Describe and use the compositing process and identify major applications used in industry. Develop a visual effects pipeline for integration in the filmmaking process.
2.	Writing and Editing for Media	CO 1 Provide the ability to understand writing styles that fit various media platforms. CO 2 It would help the learner acquire information gathering skills and techniques. CO 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. CO 4 The learner will gather knowledge of different news and copy formats along with appropriate style-sheets and layout. CO 5 The learner will imbibe the importance of writing clearly, precisely and accurately for different types of audiences CO 6 Provide acquire basic proficiency in proof-reading and editing.

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3.	Media Law and ethics	CO 1 To provide the learners with an understanding of laws those impact the media. CO 2 To sensitize them towards social and ethical responsibility of media.
4.	Mass Media Research	CO 1 To introduce students to debates in Research approaches and equip them with tools to carry on research. CO 2 To understand the scope and techniques of media research, their utility and limitations
5.	Film Communication II	CO 1 Awareness of cinema of different regions. CO 2 Understand the contribution of cinema in society. CO 3 How to make technically and grammatically good films. CO 4 From making to marketing of films. CO 5 Economic aspects of film. CO 6 Careers in films.
6.	Computer and Multimedia II	CO 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. CO 2 To introduce the media soft wares to make the learner understand what goes behind the scene and help them choose their stream. CO 3 To prepare learner skilled enough for independency during project papers in TY sem.VI. CO 4 To help learners work on small scale projects during the academic period.

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T.Y.B.A.MMC (ADVERTISING) SEMESER V

Serial No	Course Name	Course Outcome
1.	Brand Building	CO 1 The learner will be able to explain the concept of brands, process of building and positioning brands. CO 2 The learner examines importance of various strategies and ascertains its importance to advertisers and consumers. CO 3 The learner will be able to describe various coordinating strategies and tactics of brands across markets so that they can design a branding strategy to convert a product into a brand.
2.	Consumer Behaviour	CO 1 The learner will be able to describe the complexities of consumer behaviour. CO 2 The learner can explain the role of marketing in influencing consumer behaviour. CO 3 The learner will be able to identify the role of marketer and the consumer in advertising. CO 4 The learner will be able to explain the changing trends in consumer behaviour.
3.	Copywriting	CO 1 The learner can explain the concept of copywriting as selling through writing. CO 2 The learner will get idea of the process of creating original, strategies, compelling copy for various media. CO 3 The learner will develop and design ideas effectively by understanding various concepts in advertising.

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4.	Direct marketing and e-commerce	CO 1 To understand the awareness and growing importance of Direct Marketing CO 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 CO 3 To understand increasing significance of E-Commerce and its applications in business and various sectors. CO 4 To provide an insight on Direct Marketing activities on various Social Media platforms through E-commerce and its emerging significance in business.
5.	Advertising and marketing research	CO 1 The course is designed to inculcate the analytical abilities and research skills among the students CO 2 To understand research methodologies – Qualitative Vs Quantitative CO 3 To discuss the foundations of Research and audience analysis that is imperative to successful advertising. CO 4 To understand the scope and techniques of Advertising and Marketing research, and their utility
6.	Agency Management	CO 1 To acquaint the students with concepts, techniques and give experience in the application of concepts for developing an effective advertising campaign. CO 2 How an ad agency works and what opportunities exist CO 3 To familiarize students with the different aspects of running an ad agency CO 4 To inculcate competencies thereby enabling to undertake professional work with advertising industry.

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T.Y.B.A.MMC (JOURNALISM) SEMESTER V

Serial No.	Course Name	Course Outcome
1.	Reporting	<p>CO 1 The learner can develop the skills to become Reporters. They can explain the basic ethos of the news and news-gathering.</p> <p>CO 2 The learner can develop skills to write or present the copy in the format of NEWS.</p> <p>CO 3 The learner will be able to identify the basic structure/ essential knowledge for various beats.</p> <p>CO 4 The learner can develop the skills for investigative journalism.</p> <p>CO 5 The learner can explore coverage done by reporters.</p>
2.	Journalism and Public Opinion	<p>CO 1 The learner can assess the importance of the media vis a vis the public.</p> <p>CO 2 The learner will be able to analyse the role of the media in creating and influencing Public Opinion.</p> <p>CO 3 The learner will be able to evaluate how media shapes public opinion during conflicts.</p> <p>CO 4 The learner will be able to analyse the impact of the media and public opinion on socio political issues.</p>
3.	Writing and Editing for Media	<p>CO 1 Provide the ability to understand writing styles that fit various media platforms.</p> <p>CO 2 It would help the learner acquire information gathering skills and techniques.</p> <p>CO 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.</p> <p>CO 4 The learner will gather knowledge of different news and copy formats along with appropriate style-sheets and layout.</p> <p>CO 5 The learner will imbibe the importance of writing clearly, precisely and accurately for different types of audiences</p> <p>CO 6 Provide acquire basic proficiency in proof-reading and editing.</p>

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4.	Investigative Journalism	<p>CO 1 To enable students to become Reporters which is supposed to be a prerequisite while entering into the field of Journalism.</p> <p>CO 2 To make them understand basic ethos of the news and news-gathering.</p> <p>CO 3 To prepare them to write or present the copy in the format of news.</p> <p>CO 4 To develop nose for news.</p> <p>CO 5 To train them to acquire the skills of news-gathering with traditional as well as modern tools.</p> <p>CO 6 To inculcate the skills for investigative journalism.</p> <p>CO 7 To make them understand the basic structure/ essential knowledge for various beats.</p> <p>CO 8 To make them responsible reporters and the face of media.</p>
5.	News media management	<p>CO 1 To make students aware about the responsibilities, structure and functioning of responsibilities of an organization.</p> <p>CO 2 Students will be able to analyse individual media businesses and understand the Economic drivers of the media economy.</p> <p>CO 3 Students will have developed hands-on experience as content marketers using journalistic and digital techniques.</p> <p>CO 4 Students will have gained a perspective on the evolution of media in the last 25 years and on key current trends.</p>

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6.	Mobile Journalism and new media	<p>CO 1 This course was arranged as a preparation program for Media Students, having an enthusiasm for finding out about the nuts and bolts of versatile news-casting.</p> <p>CO 2 Global adoption of mobile and its versatility has influenced and changed journalism in New Age Media. M-Learning, in the Era of New Media is the most effective method to get ready for the eventual fate of the media and life in a portable first world.</p> <p>CO 3 Step by step instructions to report and connect with crowds utilizing cell phones.</p> <p>CO 4 Step by step instructions to utilize the accepted procedures for ease of use and item plan when constructing your portable encounters in Journalism.</p> <p>CO 5 The most effective method to settle on educated choices about structure portable news items crosswise over stages. The most effective method to get ready for the eventual fate of wearable's different patterns that may change the course of portable media and news-casting.</p>
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T.Y.B.A.MMC (ADVERTISING) SEMESTER VI

Serial No.	Course Name	Course Outcome
1	Digital Media	<p>CO 1 Understand digital marketing platform</p> <p>CO 2 Understand the key goals and stages of digital campaigns</p> <p>CO 3 Understand the use of key digital marketing tools</p> <p>CO 4 Learn to develop digital marketing plans</p>
2	Advertising Design	<p>CO 1 Learner shall understand the process of planning & production of the advertisement</p> <p>CO 2 To highlight the importance of visual language as effective way of communication</p> <p>CO 3 To provide practical training in the field of advertising & make learner industry ready.</p>


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3.	Advertising in Contemporary Society	CO 1 To understand the environment of Advertising in Contemporary Society CO 2 To understand Liberalization and its impact on the economy and other areas of Indian CO 3 To compare and analyse the advertising environment of different countries
4.	Brand Management	CO 1 To understand the awareness and growing importance of brand management CO 2 To know how to build, sustain and grow brands CO 3 To know the various sources of brand equity. CO 4 To know about the global perspective of brand management
5.	Media Planning and Buying	CO 1 To develop knowledge of major media characteristics CO 2 To understand procedures, requirements, and techniques of media planning and buying CO 3 To learn the various media mix and its implementation CO 4 To understand budget allocation for a Media plan and fundamentals
6.	Entertainment and Media marketing	CO 1 To equip students with an understanding of marketing practices, frameworks, and trends in the Entertainment Sector CO 2 Introducing the students to television industry and film industry. CO 3 Will make students go through different case studies regarding radio marketing skills, social media marketing skills etc. CO 4 Will help to know the impact of media industry on the viewers, understanding its characteristics

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T.Y.B.A.MMC (JOURNALISM) SEMESTER VI

Serial No.	Course Name	Course Outcome
1	Digital Media	CO 1 Understand digital marketing platform CO 2 Understand the key goals and stages of digital campaigns CO 3 Understand the of use key digital marketing tools CO 4 Learn to develop digital marketing plans
2	Newspaper and Advertising Design	CO 1 The learner is required to understand the process of print media production since the content collection to the final print ready layout. CO 2 This includes news weightage as well as article relevancy and the visual content to the text block. The appearance of the various text blocks matters a lot. CO 3 Learner should be able to reconstruct headlines suitable for the space while maintaining the core meaning and intensity intact. CO 4 Learners are expected to develop software skills to be employable in the industry. CO 5 Learners shall develop the aesthetic vision and understand the discipline required to design a layout.
3	Contemporary Issues	CO 1 To stress the importance of social economic political aspects of the society as a media professional. CO 2 To understand the role of media as a strategy to create awareness on various issues and mobilise to bring social progress.

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4.	Lifestyle Journalism	<p>CO 1 Acquire a conceptual overview of lifestyle journalism and its function in the media industry.</p> <p>CO 2 Acquire an ability to report on lifestyle journalism stories or events in a clear, concise, factual and meaningful way.</p> <p>CO 3 It is a combination of practical skills and conceptual understanding of how this form of journalism is increasingly relevant for the 21st century. This course will help the learner acquire an ability to understand audiences and markets in which the lifestyle journalists provide information.</p> <p>CO 4 It will teach students how to do lifestyle journalism with integrity, exploring the broader lifestyle field while focusing on a variety of sub-fields such as travel, music, movies, arts and food, along with students' special interests</p>
5.	Photo and Travel Journalism	<p>CO 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.</p> <p>CO 2 The learner will be able to spread knowledge about different destinations through writings</p> <p>CO 3 To understand the diverse audiences that are interested in travel and lifestyle-related content.</p> <p>CO 4 To understand the use of camera and images to drive interest in stories.</p>
6	Crime Reporting	<p>CO 1 The impact of news reporting on crime.</p> <p>CO 2 The influence of the news media on criminal justice, juvenile justice, and victim services policies and practices.</p> <p>CO 3 Advocating for victims in high-profile cases.</p> <p>CO 4 The role and responsibilities of the victim advocate in helping victims deal with the news media.</p> <p>CO 5 Significant issues for the media and the courts.</p> <p>CO 6 The media perspective of crime and victimization.</p>

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