

BMM	Program Outcome
	<p>PO1: To develop and inculcate the traits of professionalism amongst the students related to professional attire, communication skills and professional discipline.</p> <p>PO2: The objective of the course is to acquaint the students with several media related fields like photography, film making, designing, animation, public relation etc., enabling them to face the media industry with confidence</p> <p>PO3: To focus on enhancing logical skills, presentations skills and introduces students to various phases of mass media.</p> <p>PO4: To Provide a basic understanding of Mass media and other related industry among students.</p>

## FYBMM

### SEM 1

Program Name	Course Name	Course Outcome
BMM	EFFECTIVE COMMUNICATION –I	<p>CO1: To make the students aware of functional and operational use of language in media</p> <p>CO2: To equip or enhance students with structural and analytical reading, writing and thinking skills</p>

Program Name	Course Name	Course Outcome
BMM	FOUNDATION COURSE –I	<p>CO1: To introduce students to the overview of the Indian Society</p> <p>CO2: To help them understand the constitution of India</p> <p>CO3: To acquaint them with the socio-political problems of India</p>

Program Name	Course Name	Course Outcome
BMM	VISUAL COMMUNICATION	<p>CO1: To provide students with tools that would help them visualize and communicate</p> <p>CO2: Understanding Visual communication as part of Mass Communication</p> <p>CO3: To acquire basic knowledge to be able to carry out a project in the field of visual</p>

Program Name	Course Name	Course Outcome
BMM	FUNDAMENTALS OF MASS COMMUNICATION	<p>CO1: To introduce students to the history, evolution and the development of Mass Communication in the world with special reference to India</p> <p>CO2: To study the evolution of Mass Media as an important social institution</p> <p>CO3: To understand the development of Mass Communication models</p> <p>CO4: To develop a critical understanding of Mass Media</p>

		CO5: To understand the concept of New Media and Media Convergence and its implication
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Program Name	Course Name	Course Outcome
BMM	CURRENT AFFAIRS	CO1: To provide learners with overview on current developments in various fields CO2: To generate interest among the learners about burning issues covered in the media CO3: To equip them with basic understanding of politics, economics, environment and technology so that students can grasp the relevance of related news CO4: Twenty minutes of newspaper reading and discussion is mandatory in every lecture

Program Name	Course Name	Course Outcome
BMM	HISTORY OF MEDIA	CO1: Learner will be able to understand Media history through key events in the cultural history CO2: To enable the learner to understand the major developments in media history CO3: To understand the history and role of professionals in shaping communications CO4: To understand the values that shaped and continues to influence Indian mass media CO5: Learner will develop the ability to think and analyze about media

## FYBMM

### SEM II

Program Name	Course Name	Course Outcome
BMM	EFFECTIVE COMMUNICATION -II	CO1: To make the students aware of use of language in media and organization CO2: To equip or enhance students with structural and analytical reading, writing and thinking skills

Program Name	Course Name	Course Outcome
BMM	FOUNDATION COURSE-II	CO1: To introduce students to the overview of the Indian Society CO2: To help them understand the constitution of India CO3: To acquaint them with the socio-political problems of India

Program Name	Course Name	Course Outcome
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BMM	CONTENT WRITING	CO1: To provide students with tools that would help them communicate effectively CO2: Understanding crisp writing as part of Mass Communication CO3: The ability to draw the essence of situations and develop clarity of thought
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Program Name	Course Name	Course Outcome
BMM	INTRODUCTION TO ADVERTISING	CO1: To provide the students with basic understanding of advertising, growth, importance and types CO2: To understand an effective advertisement campaigns, tools, models etc CO3: To comprehend the role of advertising , various departments, careers and creativity CO4: To provide students with various advertising trends, and future

Program Name	Course Name	Course Outcome
BMM	INTRODUCTION TO JOURNALISM	CO1: To help media students to acquaint themselves with an influential medium of journalism that holds the key to opinion formation & to create awareness

Program Name	Course Name	Course Outcome
BMM	MEDIA GENDER & CULTURE	CO1: To discuss the significance of culture and the media industry CO2: To understand the association between the media, gender and culture in the society CO3: To stress on the changing perspectives of media, gender and culture in the globalised era

### SYBMM-SEM 3

Program Name	Course Name	Course Outcome
BMM	INTRODUCTION TO CREATIVE WRITING	CO1: to encourage students to read stories, poems, plays CO2: to develop further and build upon the writing and analytical skills acquired in Semesters I and II CO3: to acquaint students with basic concepts in literary writing CO4: to familiarize students with the creative process.

Program Name	Course Name	Course Outcome
BMM	INTRODUCTION	CO1: To introduce students to a set of approaches in the

	TO CULTURE STUDIES	study of culture CO2: To examine the construction of culture CO3: To understand how the media represents culture
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Program Name	Course Name	Course Outcome
BMM	INTRODUCTION TO PUBLIC RELATIONS	CO1: The objective of this paper is to introduce the subject of public relations to the student and help understand its role and function it plays in society CO2: It will equip the student with the basic tools of public relations and give them an overall understanding of the subject

Program Name	Course Name	Course Outcome
BMM	INTRODUCTION TO MEDIA STUDIES	CO1: To expose students to the well-developed body of media theory and analysis CO2: To foster analytical skills that will allow them to view the media critically

Program Name	Course Name	Course Outcome
BMM	UNDERSTANDING CINEMA	CO1: To acquaint the students with the various styles and schools of cinema throughout the world.

Program Name	Course Name	Course Outcome
BMM	ADVANCED COMPUTERS	CO1: To work on Macromedia Flash to create banner ads for websites CO2: Possibly introduction to High-end animation softwares like 3d Studio Max, Maya, etc

#### SYBMM SEM - 4

Program Name	Course Name	Course Outcome
BMM	INTRODUCTION TO ADVERTISING	CO1: To give a brief insight about advertising & its different aspects to the students of Media

Program Name	Course Name	Course Outcome
BMM	PRINT PRODUCTION AND PHOTOGRAPHY	CO1: To help students understand the principles and practice of photography CO2: To enable students to enjoy photography as an art

Program Name	Course Name	Course Outcome
BMM	RADIO AND TELEVISION	CO1: To introduce the basic terms and concepts of broadcasting CO2: To give an overview of the structure and function of the broadcast industry
Program Name	Course Name	Course Outcome
BMM	MASS MEDIA RESEARCH	CO1: To introduce students to debates in Research approaches and equip them with tools to carry on research CO2: To understand the scope and techniques of media research, their utility and limitations

Program Name	Course Name	Course Outcome
BMM	ORGANISATIONAL BEHAVIOUR	CO1: Orienting students to issues in organizational functioning CO2: To introduce students to the concepts given below at a preliminary level

**TYBMM**  
SEM 5 – Specialization 1 -Advertising

Program Name	Course Name	Course Outcome
BMM	MEDIA PLANNING AND BUYING	CO1: To develop knowledge of various characteristics of media. CO2: To understand procedures, requirements, and techniques of media planning and buying. CO3: To learn the various media mix and its implementation CO4: To understand budget allocation for a Media plan

Program Name	Course Name	Course Outcome
BMM	BRAND BUILDING	CO1: To study the concept of Brands CO2: To study the process of building brands CO3: To study its importance to the consumer and advertisers

Program Name	Course Name	Course Outcome
BMM	ADVERTISING IN CONTEMPORARY SOCIETY	CO1: To understand the environment in Contemporary Society CO2: ii) To understand Liberalisation and its impact on the economy CO3: iii) To study contemporary advertising

		and society
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Program Name	Course Name	Course Outcome
BMM	Consumer Behaviour	CO1: To understand role of marketing in influencing consumer behaviour CO2: To analyze the role of marketer & the consumer in advertising CO3: To sensitize the students to the changing trends in consumer behaviour

Program Name	Course Name	Course Outcome
BMM	COPYWRITING	CO1: To familiarize the students with the concept of copywriting as selling through writing CO2: To learn the process of creating original, strategic, compelling copy for various media CO3: To train students to generate, develop and express ideas effectively

Program Name	Course Name	Course Outcome
BMM	Ad Design	CO1: To make students understand the process of planning & production of advertisement CO2: To highlight the importance of visual communication CO3: To provide practical training in the field of advertising.

## TYBMM -Specialization 2-Journalism

### SEM V

Program Name	Course Name	Course Outcome
BMM	Editing	CO1: As an important segment of newspaper production, editing is a vital function. The syllabus lays stress on language skill improvement CO2: It aims at orienting students to gain more practical knowledge in the print media scenario. The syllabus encompasses the current trends of digital media as well as writing for e editions of papers CO3: The syllabus tackles editing from various beats points of view CO4: Editing of editorials, columns, etc is included to acquaint the students about responsible journalism CO5: With global media and changing advertising concepts lay-outs in modern times can be imparted

Program Name	Course Name	Course Outcome
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BMM	REPORTING	CO1: To enable students to become Reporters, which is supposed to be a prerequisite while entering into the field of Journalism CO2: To make them understand basic ethos of the news and news-gathering CO3: To prepare them to write or present the copy in the format of news CO4: To develop nose for news CO5: To train them to acquire the skills of news-gathering with traditional as well as modern tools
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Program Name	Course Name	Course Outcome
BMM	Features and Opinion	CO1: Understanding the differences between reporting and feature writing CO2: Understanding the other types of soft stories CO3: iii) Learning the skills for writing features/opinion/soft stories and of interviewing.

Program Name	Course Name	Course Outcome
BMM	Journalism and Public Opinion	CO1: To assess the importance of the media vis a vis the public CO2: To project a fair idea of the role of the media in creating and influencing Public Opinion CO3: To analyze the impact of the media on public opinion on socio political issues

Program Name	Course Name	Course Outcome
BMM	Indian Regional Journalism	CO1: Study of the history and role of Indian press other than in English CO2: Understand the contribution and role of certain publications and stalwarts CO3: Study of the regional press and television of today

#### SEM VI – SPECIALIZATION 1- ADVERTISING

Program Name	Course Name	Course Outcome
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Program Name	Course Name	Course Outcome
BMM	Newspaper & Magazine Making	CO1: To study the design, elements of the newspaper and magazine CO2: To study space distribution CO3: To get exposure to design software such as Quark Express CO4: To study the process of planning and production of newspaper and magazine

BMM	Financial	CO1: To provide a brief over view of the basic
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	Management for Marketing and Advertising	<p>concepts, goals functions and types of finance available for new and existing business and marketing units</p> <p>CO2: To enable the understanding of the need for financial planning through Budgets and their benefits</p> <p>CO3: To enable students to evaluate the financial implications of marketing decisions through simple analytical tools</p>
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Program Name	Course Name	Course Outcome
BMM	The Principles & Practice of Direct Marketing	<p>CO1: To understand the concept and importance of Direct Marketing</p> <p>CO2: To understand the various techniques of direct marketing and its advantages</p>

Program Name	Course Name	Course Outcome
BMM	AGENCY MANAGEMENT	<p>CO1: To acquaint the students with concepts, techniques for developing an effective advertising campaign</p> <p>CO2: To familiarize students with the different aspects of running an ad agency</p> <p>CO3: To inculcate competencies to undertake professional work in the field of advertising.</p>

Program Name	Course Name	Course Outcome
BMM	ADVERTISING AND MARKETING RESEARCH	<p>CO1: To inculcate the analytical abilities and research skills among the students</p> <p>CO2: To understand research methodologies – Qualitative vs Quantitative</p> <p>CO3: To discuss the foundations of Research and audience analysis that is imperative to successful advertising</p> <p>CO4: To understand the scope and techniques of Advertising and Marketing research, and their utility</p>

Program Name	Course Name	Course Outcome
BMM	Legal Environment & Advertising Ethics	<p>CO1: To acquaint students to the Legal Environment in contemporary India highlighting the relevance of the same with reference to Advertising media</p> <p>CO2: To emphasise &amp; reiterate the need to have ethical practices in the field of advertising media both in India &amp; internationally</p> <p>CO3: To appreciate the role of advertising in contemporary consumerism, the need for consumer awareness &amp; consumer protection</p> <p>CO4: Advertising as a profession today &amp; how to</p>



		protect it the future of advertising a. The socio – economic criticisms b. Why Advertising needs to be socially responsible? c. The need for Critiques in Advertising CO5: The syllabus has been redesigned to include advertising in both traditional & New Media
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Program Name	Course Name	Course Outcome
BMM	Contemporary Issues	CO1: To understand and analyse some of the present day environmental, political, economic and social concerns and issues CO2: To understand importance of human rights and its implications in India CO3: To understand present day problems and challenges and its implication on development

Program Name	Course Name	Course Outcome
BMM	DIGITAL MEDIA	CO1: Understand digital marketing platform CO2: Understand digital marketing platform CO3: Understand the of use key digital marketing

#### TYBMMM-VI – Specialization 2 - JOURNALISM

Program Name	Course Name	Course Outcome
BMM	Contemporary Issues	CO1: To understand and analyse some of the present day environmental, political, economic and social concerns and issues CO2: To highlight the importance of human rights and its implementation in India CO3: To understand the present day problems and challenges and its implications on development.

Program Name	Course Name	Course Outcome
BMM	Press Laws and Ethics	CO1: To study media laws CO2: To understand media

Program Name	Course Name	Course Outcome
BMM	Broadcast Journalism	CO1: To understand the development of Broadcast journalism CO2: To introduce importance of regional journalism

Program Name	Course Name	Course Outcome
BMM	Business &	CO1: To understand the tools of business journalism and

	Magazine Journalism	an overview of the economy CO2: To study the magazine sector and its specialisation
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Program Name	Course Name	Course Outcome
BMM	Issues of Global Media	CO1: Study the role of media in the 21st Century and the challenges facing traditional media CO2: Familiarise students about regional versus global media CO3: Highlight social media's relevance in information dissemination

Program Name	Course Name	Course Outcome
BMM	News Media Management	CO1: To make students aware about the responsibilities, structure and functioning of responsibilities of an organisation CO2: Students will be able to analyze individual media businesses and understand the economic drivers of the media economy CO3: Students will have developed hands-on experience as content marketers using journalistic and digital techniques CO4: Students will have gained a perspective on the evolution of media in the last 25 years and on key current trends

Program Name	Course Name	Course Outcome
BMM	DIGITAL MEDIA	CO1: Understand digital marketing platform CO2: Understand digital marketing platform CO3: Understand the of use key digital marketing