

Program Name	Program Outcome
<p>Bachelor of Arts in Multimedia and Mass Communication (B.A.M.M.C)</p>	<p>PO1: 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.</p> <p>PO2: 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.</p> <p>PO3: This program will equip the learners with professional skills essential for making career in Entertainment industry, Cinema, Television, OTT Platforms, social media platforms etc.</p> <p>PO4: Students would demonstrate the ability to apply rhetorical principles in a variety of creative, cinematic, organizational, professional and journalistic venues.</p> <p>PO5: Knowledge, skills, and values that prepare them for future careers in our interconnected society, whether in mass media or advanced study.</p> <p>PO6: Learners would develop a global awareness of political, social and corporate issues influenced by communication sensitivity and skills.</p> <p>PO7: Learners will understand mass media as a system of interrelated forces, including historical foundations, technological advances, economic dynamics, regulatory constraints, and ethical concerns.</p> <p>PO8: This programme will also give them an improved sense of self-confidence and self- efficacy and an awareness of their responsibilities as professionals in their field.</p> <p>PO9: Learners will be able to create and design emerging media products, including blogs, digital audio, digital video, social media, digital photography, and multimedia.</p> <p>PO10: They will be better equipped to grasp the complex relationship between communication/media theories and a diverse set of individuals, social, and professional practices.</p> <p>PO11: 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.</p> <p>PO12: Learners will comprehend the foundations, process, and practices of writing for and about the media, and demonstrate proficiency in writing across platforms.</p> <p>PO13: 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.</p> <p>PO14: Learners will acquire the knowledge and skills required to pursue a career in the specialization of their choice.</p>



Program Name and Semester	Bachelor of Arts in Multimedia and Mass Communication (B.A.M.M.C) Semester -I
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Course Name	Course Outcome
Effective Communication-I	CO1: To make the students aware of functional and operational use of language in media. CO2: To equip or enhance students with structural and analytical reading, writing and thinking skills.
Foundation Course -I	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.
Visual Communication	CO1: To provide students with tools that would help them visualize and communicate. CO2: To understand visual communication as part of Mass Communication. CO3: To acquire basic knowledge to be able to carry out a project in the field of visual.
Fundamentals Of Mass Communication	CO1: To introduce students to the history, evolution and the development of Mass Communication in the world with special reference to India. CO2: To study the evolution of Mass Media as an important social institution. CO3: To understand the development of Mass Communication models. CO4: To develop a critical understanding of Mass Media. CO5: To understand the concept of New Media and Media Convergence and its implication.
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: To ensure twenty minutes of newspaper reading and discussion in every lecture.
History Of Media	CO1: 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: To think and analyse about media.



Program Name and Semester	Bachelor of Arts in Multimedia and Mass Communication (B.A.M.M.C) Semester -II
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Course Name	Course Outcome
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.
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.
Content Writing	CO1: To provide students with tools that would help them communicate effectively. CO2: To understand crisp writing as part of Mass Communication. CO3: To draw the essence of situations and develop clarity of thought.
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.
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.
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 emphasize on the changing perspectives of media, gender and culture in the globalized era.



Program Name and Semester	Bachelor of Arts in Multimedia and Mass Communication (B.A.M.M.C) Semester -III
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Course Name	Course Outcome
Electronic Media I	CO1: To make the students acquainted with working of the two powerful media; i.e. radio and television. The content is useful for both advertising and journalism students in order to further their careers in their respective fields.
Corporate Comm. & Public Relation	CO1: To provide the students with basic understanding of the concepts of corporate communication and public relations. CO 2. To introduce the various elements of corporate communication and consider their roles in managing media organizations. CO 3. To examine how various elements of corporate communication must be coordinated to communicate effectively in today's competitive world. CO 4. To develop critical understanding of the different practices associated with corporate communication with the latest trends and social media tools.
Introduction To Photography	CO1: To introduce to media learner the ability of image into effective communication. 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. CO 3. To practice how picture speaks thousand words by enlightening the learner on how. CO 4. To develop the base of visualisation among learners in using pictures in practical projects. CO 5. To help learner work on given theme or the subject into making a relevant picture or photo feature
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.
Film Communication I	CO1: 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.



Course Name	Course Outcome
Computers & Multimedia I	<p>CO1: 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.</p> <p>CO2: To introduce the media software to make the learners understand what goes behind the scene and help them choose their stream.</p> <p>CO3: To prepare learners skilled enough for independency during project papers in TY sem VI.</p> <p>CO4: To help learners work on small scale projects during the academic period.</p>



Program Name and Semester	Bachelor of Arts in Multimedia and Mass Communication (B.A.M.M.C) Semester -IV
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Course Name	Course Outcome
Mass Media Res.	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
Electronic Media II	CO1: To make the students acquainted with working of the two powerful media; i.e. radio and television. The content is useful for both advertising and journalism students in order to further their careers in their respective fields.
Writing & Editing for Media	CO1: Provide the ability to understand writing styles that fit various media platforms. CO2: It would help the learner acquire information gathering skills and techniques. CO3: 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. CO4: The learner will gather knowledge of different news and copy formats along with appropriate stylesheets and layout.
Media Laws & Ethics	CO1: To provide the learners with an understanding of laws those impact the media. CO2: To sensitize them towards social and ethical responsibility of media
Film Communication II	CO1: Awareness of cinema of different regions. CO2: Understand the contribution of cinema in society. CO3: How to make technically and grammatically good films. CO4: From making to marketing of films. CO5: Economic aspects of film. CO6: Careers in films.
Computer & Multimedia II	CO1: 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. CO2: To introduce the media soft wares to make the learner understand what goes behind the scene and help them choose their stream. CO3: To prepare learner skilled enough for independency during project papers in TY sem.VI. CO4: To help learners work on small scale projects during the academic period



Program Name and Semester	Bachelor of Arts in Multimedia and Mass Communication (B.A.M.M.C) Semester -V
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Specialization- Advertising

Course Name	Course Outcome
Copywriting	CO1: 1. To familiarize the students with the concept of copywriting as selling through writing CO 2. To learn the process of creating original, strategic, compelling copy for various mediums CO 3. To train students to generate, develop and express ideas effectively CO 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.
Brand Building	CO1: To study the concept of Brands. CO2: To analyze the process of building brands. CO3: To identify the importance of brand building to the consumer and advertisers.
Advertising & Marketing Research	CO1: 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.
Consumer Behavior	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.
Direct Mktg. And E-commerce	CO1: 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



Course Name	Course Outcome
Agency Management	<p>CO1: To acquaint the students with concepts, techniques and give experience in the application of concepts for developing an effective advertising campaign.</p> <p>CO 2. How an ad agency works and what opportunities exist</p> <p>CO 3. To familiarize students with the different aspects of running an ad agency</p> <p>CO 4. To inculcate competencies thereby enabling to undertake professional work with advertising industry.</p>

Specialization- Journalism

Course Name	Course Outcome
Reporting	<p>CO1: To enable students to become Reporters which is supposed to be a prerequisite while entering into the field of Journalism.</p> <p>CO2: To make them understand basic ethos of the news and news-gathering.</p> <p>CO3: To prepare them to write or present the copy in the format of news.</p> <p>CO4: To develop nose for news.</p> <p>CO5: To train them to acquire the skills of news- gathering with traditional as well as modern tools.</p>
Investigative Journalism	<p>CO1: Understand the role of investigative reporting in modern journalism</p> <p>CO2: To learn to conduct investigative research in an ethical manner.</p> <p>CO3: To create and write excellent investigative stories for media.</p> <p>CO4: To acquire advanced investigative journalistic skills</p> <p>CO5: Learner will acquire the ability to understand and analyse the key areas of investigative journalism even with limited resources.</p>
Writing and Editing Skills	<p>CO1: To provide learners with tools and techniques of editing and writing.</p> <p>CO2: To acquaint learners with the art of narration and storytelling strictly within the contours of journalistic principles.</p>
Global Media and Conflict Resolution	<p>CO1: To help students understand the difference in the role and structure of the media across the globe.</p> <p>CO2: To develop an understanding of the hold of media conglomerates and the issues of cultural differences</p> <p>CO3: To help students appreciate the potential of media in resolving conflicts.</p>
News Media Management	<p>CO1: To make students aware about the responsibilities, structure and functioning of responsibilities of an organization.</p> <p>CO2: Students will be able to analyze individual media businesses and understand the Economic drivers of the media economy.</p> <p>CO3: Students will have developed hands-on experience as content marketers using journalistic and digital techniques.</p> <p>CO4: Students will have gained a perspective on the evolution of media in the last 25 years and on key current trends.</p>



Course Name	Course Outcome
Journalism and Public Opinion	CO1: To understand the role of media in influencing and impacting Public opinion. CO2: To analyse the formation of Public opinion through digital and social media. CO3: To analyse the impact of the media on public opinion on socio-economic issues. CO4: To make students aware of theoretical framework of research on media and society.



Program Name and Semester	Bachelor of Arts in Multimedia and Mass Communication (B.A.M.M.C) Semester -VI
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Specialization- Advertising

Course Name	Course Outcome
Advertising in Contemporary soc.	CO1: 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 society CO 3. To compare and analyse the advertising environment of different countries
Digital Media	CO1: Understand digital marketing platform CO2. Understand the key goals and stages of digital campaigns CO3. Understand the of use key digital marketing tools CO4. Learn to develop digital marketing plans
Ad- Design	CO1: Learner shall understand the process of planning & production of the advertisement. CO 2. To highlight the importance of visual language as effective way of communication. CO 3. To provide practical training in the field of advertising & make learner industry ready.
Media Planning & Buying	CO1: 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
Advertising & Sales Promotion	CO1: Students should be able to demonstrate a thorough understanding of the major sales promotion concepts, CO 2. Use a framework to make effective sales promotion decisions, CO 3. Adopt the necessary skills and point of view of an effective sales promotion campaign
Rural Marketing	CO1: To introduce to Media students about the concept of Rural Marketing and Rural economy. CO 2. To make students to understand about Rural Environment and demography of Rural India. CO 3. To help students to understand marketing Mix Strategies for Rural Consumer and Agricultural goods and service. CO 4. To develop communication skills in media students and to understand Rural communication in contemporary society



Specialization- Journalism

Course Name	Course Outcome
Contemporary Issues	CO1: To stress the importance of social economic political aspects of the society as a media professional. CO2: To understand the role of media as a strategy to create awareness on various issues and mobilise to bring social progress
Photo and Travel Journalism	CO1: 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. CO2: The learner will be able to spread knowledge about different destinations through writings CO3: To understand the diverse audiences that are interested in travel and lifestyle-related content. CO4: To understand the use of camera and images to drive interest in stories.
Sports Journalism	CO1: To provide learners with tools and techniques of sports writing and analysis. CO2: To acquaint learners with importance of different sports tournaments from commercial point of view. CO3: To educate learners about careers in sports journalism.
Newspaper and Magazine Design	CO1: The learner is required to understand the process of print media production since the content collection to the final print ready layout. CO2: 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. CO3: Learner should be able to reconstruct headlines suitable for the space keeping the core meaning and intensity intact. CO4: Learners are expected to develop software skills to be employable in industry. CO5: Learners shall develop the aesthetic vision and understand the discipline behind a layout
Digital Media	CO1: To understand digital marketing platform. CO2: Understand the key goals and stages of digital campaigns CO3: Understand the of use key digital marketing tools CO4: Learn to develop digital marketing plans.
Fake News and Fact Checking	CO1: To give media students the understanding of the differentiation between real news and fake news. CO2: To make media students aware of information disorder. CO3: To give students a thorough knowledge of information literacy and media. CO4: To give students a hand on knowledge on fact checking. CO5: To give students a practical overview of social media verification.

