

**Bunts Sangha's**  
**S M Shetty College of Science, Commerce & Management Studies, Powai**  
**Department of Mass Media & Communication Skills (BAMMC)**

Semester	Subject		Course Outcomes
Semester 1	<b>EFFECTIVE COMMUNICATION –I</b>	CO1	Understanding the functional use of language skills and key concepts of communications
		CO2	Discover different ways of operational use of language in media.
		CO3	Evaluate and apply different reading skills
		CO4	Creating structural and analytical reading, writing and thinking skills
	<b>FOUNDATION COURSE –I</b>	CO1	To identify and understand the overview of Indian Society.
		CO2	To interpret the constitution of India.
		CO3	To analyze the socio economic problems of India.
		CO4	To evaluate the political problems of India.
	<b>VISUAL COMMUNICATION</b>	CO1	Define and identify tools that would help to visualize and communicate.
		CO2	To interpret Visual communication as part of Mass Communication
		CO3	To Examine the basic knowledge in theories and languages of Visual Communication
		CO4	To analyze basic knowledge to be able to carry out a project in the field of visual communication, and appraise visual communication from a critical perspective
	<b>FUNDAMENTALS OF MASS COMMUNICATION</b>	CO1	To understand about the history, evolution and the development of Mass Communication in the world with special reference to India.
		CO2	To examine the development of Mass Communication models.
		CO3	To analyse the evolution of Mass Media as an important social institution.
		CO4	To evaluate Mass Media , New Media and Media Convergence and its implications.
	<b>CURRENT AFFAIRS</b>	CO1	To examine current developments in various fields
		CO2	To discuss burning issues covered in the media
		CO3	To analyze the basic concepts of politics, and economics in order to understand the relevance of related news.
		CO4	To illustrate and evaluate the basic concepts of environment and technology so that students can grasp the relevance of related news.

	<b>HISTORY OF MEDIA</b>	CO1	To recognise key events in the cultural history the major developments in media history.
		CO2	To evaluate the history and role of professionals in shaping communications, to understand the values that shaped and continues to influence Indian mass media.
		CO3	To critically think and analyse the role of media.
		CO4	To develop the reading, writing, speaking and listening skills that will help the students to understand the development of Media
<b>Semester 2</b>	<b>Effective Communication Skills-II</b>	CO1	To understand use of language in media and organization.
		CO2	To examine structural and analytical reading skills
		CO3	To apply creating writing and thinking skills for students.
		CO4	To evaluate the political problems of India.
	<b>FOUNDATION COURSE - II</b>	CO1	To define and interpret the knowledge about the overview of Indian Society.
		CO2	Understanding the constitution of India.
		CO3	To analyze the socio problems of India.
		CO4	To evaluate political problems of India.
	<b>CONTENT WRITING</b>	CO1	To provide students with tools that would help them communicate effectively.
		CO2	Understanding crisp writing as part of Mass Communication
		CO3	The apply clarity of thought for the purpose of articulation
		CO4	To be able to analyze situations and create content accordingly
	<b>INTRODUCTION TO ADVERTISING</b>	CO1	To understand the basic concept of advertising, growth, importance and types.
		CO2	To identify an effective advertisement campaigns, tools, models etc.
		CO3	To classify the role of advertising , various departments, careers and creativity
		CO4	To analyse various advertising trends, and future.
	<b>INTRODUCTION TO JOURNALISM</b>	CO1	To acquire knowlege about journalism
		CO2	To analyze information as the key to opinion formation to create awareness.
		CO3	To develop a news article with appropriate photo , headline, caption and lead
	<b>MEDIA GENDER &amp; CULTURE</b>	CO1	To discover the significance of culture and the media industry.
CO2		To infer the association between the media, gender and culture in the society.	
CO3		To analyse changing perspectives of media, gender and culture in the globalised era.	

<b>Semester 3</b>	<b>MOTION GRAPHICS and VISUAL EFFECTS</b>	CO1	Identify the difference between a visual effect and a special effect. Determine when to choose whether to create a visual effect or a special effect and determine when the two techniques can work together
		CO2	Distinguish between basic image processing techniques. Pull mattes using various image processing techniques including Chroma-keying
		CO3	To analyse various techniques to track motion data.
		CO4	Apply the compositing process and identify major applications used in industry. Develop a visual effects pipeline for integration in the filmmaking process.
	<b>Electronic Media I</b>	CO1	To understand the working of the radio.
		CO2	To illustrate the working of the television.
		CO3	Apply knowledge of the content for both advertising and journalism in order to further their careers in their respective fields.
	<b>Theatre and Mass Communication-I</b>	CO1	Define theatrical Arts
		CO2	Explain space, time, story-telling, characterization and kinesthetic
		CO3	Demonstrate perception and awareness of their role and place in society, their responsibilities and possibilities
	<b>Radio Program Production-I</b>	CO1	Understand the art of audio production.
		CO2	Discuss the aesthetics of sound
		CO3	Apply aesthetics of sound in various radio programme formats.
		CO4	Evaluate radio business and production.
	<b>CORPORATE COMMUNICATION and PUBLIC RELATIONS</b>	CO1	To develop basic understanding of the concepts of corporate communication and public relations.
		CO2	To identify various elements of corporate communication and consider their roles in managing media organizations.
CO3		To analyse how various elements of corporate communication must be coordinated to communicate effectively in today's competitive world.	
CO4		To apply critical understanding of the different practices associated with corporate communication with the latest trends and social media tools.	

<b>MEDIA STUDIES</b>	CO1	To get an understanding of media theories
	CO2	To interpret how picture speaks thousand words by enlightening the learner..
	CO3	To relate Media Studies with the context of trends in Global Media
<b>Introduction To Photography</b>	CO1	To introduce to media learner the ability of image into effective communication. To help the learner understand that media photography is a language of visual
	CO2	To undestand how picture speaks thousand words by enlightening the learner.
	CO3	To develop the base of visualisation among learners in using pictures in practical
	CO4	To create a relevant picture or photo feature based on a given theme or the subject
<b>Film Communication-I</b>	CO1	To inform students about the history of movies and major cinema movements
	CO2	To understand and develop liking and understanding of good cinema.
	CO3	To analyse the power of visuals and sound and apply them in effective communication
	CO4	To analyze and evaluate different film techniques and aesthetics.
<b>COMPUTERS MULTIMEDIA -01</b>	CO1	To provide knowledge about the minimum requirement of the software in the media industry.
	CO2	To introduce the media softwares to make the learners understand what goes behind the scene and help them choose their stream.
	CO3	To enable students to apply the softwares for their Advertising design and Newspaper & Magazine Making
	CO4	To create and demonstrate small scale projects during the academic period.
<b>MOTION GRAPHICS and VISUAL EFFECTS-II</b>	CO1	Understand the difference between a visual effect and a special effect. Determine when to choose whether to create a visual effect or a special effect and determine when the two techniques can work together.
	CO2	To be able to apply basic image processing techniques. Pull mattes using various image processing techniques including Chroma-keying
	CO3	Analyze motion data using various techniques.
	CO4	Create visual effects pipeline for integration in the filmmaking process. Describe and use the compositing process and identify major applications used in industry.
	CO1	To understand working of the radio

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<b>Electronic Media-II</b>	CO2	To interpret working of the television.
	CO3	To analyse the content for advertising with respect to careers in the advertising field.
	CO4	To evaluate the content for journalism with respect to careers in the journalism field.
<b>Theatre and Mass Communication-II</b>	CO1	Define theatrical Arts
	CO2	Interpret space, time, story-telling, characterization and kinesthetic
	CO3	Demonstrate perception and awareness of their role and place in society, their responsibilities and possibilities
<b>Radio Program Production-II</b>	CO1	Understanding basic concepts of radio/audio production theory, techniques and aesthetics via practical experience in the writing and production of several program formats.
	CO2	To experiment with the art of audio recording, editing, mixing, and aural storytelling techniques.
<b>Writing and Editing for Media</b>	CO1	Understand writing styles that fit various media platforms to acquire information gathering skills and techniques.
	CO2	Compare similarities and differences in writing for all forms of media including internet and digital.
	CO3	To distinguish different news and copy formats along with appropriate style-sheets and layout. Provide acquire basic proficiency in proof-reading and editing
	CO4	Apply practice of writing clearly, precisely and accurately for different types of audiences
<b>Media Laws and Ethics</b>	CO1	Understanding of laws which impact the media.
	CO2	To analyse social responsibility of media.
	CO3	To evaluate ethical responsibility of media.
<b>MASS MEDIA RESEARCH</b>	CO1	To introduce students to debates in research approaches and equip them with tools to carry on research
	CO2	To explain the scope media research
	CO3	To apply the techniques of media research
	CO4	To evaluate the utility and limitations of media research
	CO1	To develop the awareness of cinema of different regions.

	<b>Film Communication II</b>	CO2	Apply the learning to facilitate careers in films.
		CO3	Analyse the contribution of cinema in society.
		CO4	Creating technically and grammatically good films, from making to marketing of films to economic aspects of film.
	<b>Computer Multimedia II</b>	CO1	To understand the minimum requirement of the software when stepping in the industry.
		CO2	To identify the media soft wares to make the learner understand what goes behind the scene and help them choose their stream.
		CO3	To enable students to apply the softwares for their Advertising design and Newspaper & Magazine Making
		CO4	To create small scale projects during the academic period.
<b>SEMESTER V JOURNALISM</b>			
<b>Reporting (Compulsory)</b>	CO1	To identify the basic structure/ essential knowledge for various beats. to become responsible reporters and the face of the media.	
	CO2	To explain the skills of news-gathering with traditional as well as modern tools and the skills for investigative journalism.	
	CO3	To apply skills to write or present the copy in the format of news.	
	CO4	To determine the basic ethos of the news and news-gathering.	
<b>Investigative Journalism (Compulsory)</b>	CO1	To outline the role of investigative reporting in modern journalism	
	CO2	To apply advanced investigative journalistic skills and to write excellent investigative stories for media.	
	CO3	To assess key areas of investigative journalism even with limited resources.	
	CO4	To cultivate skills investigative research in an ethical manner.	
<b>Features and Writing For Social Justice</b>	CO1	To recognise the technique of narration and storytelling	
	CO2	To acquire the art of developing a story idea	
	CO3	To demonstrate writing as a tool for social justice	
	CO4	To cultivate understanding of issues of deprivation around us	
<b>WRITING and EDITING SKILLS</b>	CO1	To apply tools and techniques of editing and writing.	
	CO2	To analyze the art of narration and storytelling strictly within the contours of journalistic principles	
<b>GLOBAL MEDIA and CONFLICT RESOLUTION</b>	CO1	To understand the difference in the role and structure of the media across the globe.	
	CO2	To explore the hold of media conglomerates and the issues of cultural differences	

<b>Semester 5 JOURNALISM</b>		CO3	To assess the potential of the media in resolving conflicts.
	<b>BUSINESS and FINANCIAL JOURNALISM</b>	CO1	To describe knowledge and skills necessary to be business and financial journalists.
		CO2	To articulate the importance of business and financial news and its role in coverage, reporting and editing and provide a basic understanding of the world of business and finance by localising financial and economic data effectively.
		CO3	To apply skills to write different kinds of Business and Financial leads and to acquire the skill to convert Business news releases into Business and financial reports
		CO4	To develop skills in reporting and writing basic and complex business and financial stories in different beats
	<b>MOBILE JOURNALISM and NEW MEDIA</b>	CO1	To recognise Global adoption of mobile and its versatility that 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.
		CO2	To interpret instructions to report and connect with crowds utilizing cell phones.
		CO3	To use instructions for ease of use and item plan when constructing portable encounters in Journalism.
		CO4	To create 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 different patterns that may change the course of portable media and news-casting.
	<b>NEWS MEDIA MANAGEMENT</b>	CO1	To recognise the responsibilities, structure and functioning of responsibilities of an organization.
		CO2	To attain hands-on experience as content marketers using journalistic and digital techniques.
		CO3	To analyse the evolution of media in the last 25 years and on key current trends.
		CO4	To assess individual media businesses and understand the Economic drivers of the media economy.
	<b>JOURNALISM and PUBLIC</b>	CO1	To understand the role of the media in influencing and impacting Public opinion.
		CO2	To analyse the formation of Public opinion through digital and social media.

<b>OPINION</b>	CO3	To assess the impact of the media on public opinion on socio-economic issues.
	CO4	To create awareness of the theoretical framework of research on media and society.
	CO1	To understand the laws that impact the media.
	CO2	To articulate an understanding of the ethical responsibilities of the media
<b>MEDIA LAWS and ETHICS</b>	CO3	To examine the challenges of fake news in a new changing ecosystem of news and information
	CO4	To analyse the challenges of misinformation in a new changing ecosystem of news and information
	CO1	To Understand digital marketing platform
	CO2	To discuss the key goals and stages of digital campaigns
<b>DIGITAL MEDIA</b>	CO3	To analyse digital marketing plans
	CO4	To adapt key digital marketing tools
	CO1	To understand the process of print media production since the content collection to the final print ready layout which 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.
	CO2	To demonstrate understanding of software skills to be employable in industry.
<b>NEWSPAPER andMAGAZINE DESIGN</b>	CO3	To analyse the aesthetic vision and understand the discipline behind a layout
	CO4	To create headlines suitable for the space keeping the core meaning and intensity intact.
	CO1	To recognize the importance of social economic political aspects of the society as a media professional.
	CO2	To articulate the role of media as a strategy
<b>CONTEMPORARY ISSUES</b>	CO3	To ascertain how to bring social progress.
	CO4	To create awareness on various issues
	CO1	To understand 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
	CO2	To apply the ability to report to lifestyle journalism stories or events in a clear, concise, factual and meaningful way.
<b>LIFESTYLE JOURNALISM</b>	CO3	To develop conceptual overview of lifestyle journalism and its function in the media industry.



<b>Semester 6</b>		CO4	To create an ability to understand audiences and markets in which the lifestyle journalists provide information.
	<b>PHOTO AND TRAVEL JOURNALISM</b>	CO1	To understand the diverse audiences that are interested in travel and lifestyle-related content.
		CO2	To understand the use of camera and images to drive interest in stories.
		CO3	To develop the ability of the learner to bring life into the story through characters and descriptions of places using photographs.
		CO4	To develop knowledge about different destinations through writings
	<b>MAGAZINE JOURNALISM</b>	CO1	To identify nuances of magazine journalism, feature writing and Reviews.
	<b>SPORTS JOURNALISM</b>	CO1	To identify about careers in sports journalism.
		CO2	To apply tools and techniques of sports writing and analysis.
		CO3	To assess the importance of different sports tournaments from a commercial point of view
	<b>CRIME REPORTING</b>	CO1	To understand the scope of criminal journalism in this subject
		CO2	To discover the art of covering news
		CO3	To develop an approach to convey the news to India and the remainder of the world with most extreme trustworthiness.
	<b>FAKE NEWS and FACT CHECKING</b>	CO1	To enumerate the difference between real news and fake news.
		CO2	To demonstrate awareness about information disorder and a thorough knowledge of information literacy and media.
		CO3	To attain a hand on knowledge on fact checking.
		CO4	To develop practical overview of social media verification.
	<b>TELEVISION JOURNALISM</b>	CO1	To understand technique of narration and story telling
		CO2	To show the art of developing a story idea
		CO3	To develop assignments on the issues of deprivation around us
		CO4	To create written journalistic material as a tool for social justice
<b>COPYWRITING</b>	CO1	To understand the concept of copywriting as selling through writing	
	CO2	To explain the process of creating original, strategic, compelling copy for various media	
	CO3	To construct strategies generate, develop and express ideas effectively	
	CO4	To develop the rudimentary techniques of advertising - headline and body copywriting.	
	CO5	To produce copy for a commercial/business reason, to hone the necessary skills required for verbal/written and visual communication.	

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<b>ADVERTISING &amp; MARKETING RESEARCH</b>	CO1	To understand the analytical abilities and research skills
	CO2	To apply research methodologies – Qualitative vs Quantitative
	CO3	To correlate the foundations of Research and audience analysis that is imperative to successful advertising.
	CO4	To integrate the scope and techniques of Advertising and Marketing research, and their utility.
<b>GLOBALIZATION AND INTERNATIONAL ADVERTISING (ELECTIVE)</b>	CO1	To define the concept of Globalization and its impact on Global Media and International Advertising.
	CO2	To understand and practice Global Communication.
	CO3	To examine Global Brands, about concept and process of International advertising.
	CO4	To assess strategies, barriers, challenges and steps to create international advertising to formulate international advertising campaign
	CO5	Develop roles as Global Brand Managers, Global Content Writer for Ads and Ad Campaigns, Global Market Communicators in Digital Media, career in ad agencies for Global Market.
<b>BRAND BUILDING (ELECTIVE)</b>	CO1	To understand the awareness and growing importance of Brand Building
	CO2	To explain how to build, sustain and grow brands
	CO3	To examine various new ways of building brands
	CO4	To evaluate about the global perspective of brand building.
<b>AGENCY MANAGEMENT (ELECTIVE)</b>	CO1	To understand concepts, techniques and give experience in the application of concepts for developing an effective advertising campaign.
	CO2	Discuss how an ad agency works and what opportunities exist
	CO3	To evaluate the different aspects of running an ad agency
	CO4	Develop competencies thereby enabling to undertake professional work with advertising industry.
<b>ACCOUNT PLANNING &amp; ADVERTISING (ELECTIVE)</b>	CO1	To understand the concept of Account Planning
	CO2	Discuss the disciplines of account planning and strategy development
	CO3	To apply advertising research methods.
	CO4	To Correlate what a brand offers to what an audience wants
	CO5	To Create a compelling story, verbally and in writing (persuasive communications) to persuade others to see what you see,

<b>SOCIAL MEDIA MARKETING (ELECTIVE)</b>	CO1	Identify real-world skills from leading designers, artists, and entrepreneurs. The primary goal is to create problem solvers who strike a balance between traditional art and technology, and between individual vision and teamwork.
	CO2	Explain digital tools and their creative applications, graduates meet the demands of a diverse and expanding job market in visual story telling.
	CO3	Apply strategies to improve and succeed no matter what their initial skills.. Solve problems and learn from creative risks by using people skills, design principles, and processes. Build a strong foundation in all aspects of design and production for storytelling in motion. Use inspiration in fields outside of digital media such as poetry, science, music, astronomy, history, dance, and more.
	CO4	Develop a professional commitment to their field, their work, and themselves; preparing them to be members and leaders in their profession, as well as learning how to act both as individuals and as team members to support the whole.
<b>DIRECT MARKETING &amp; E-COMMERCE (ELECTIVE)</b>	CO1	To understand the awareness and growing importance of Direct Marketing
	CO2	Apply various direct marketing techniques (traditional and modern) for reaching to ultimate customers and build up customer loyalty and database management
	CO3	To evaluate increasing significance of E-Commerce and its applications in business and various sectors.
	CO4	To adapt Direct Marketing activities to various Social Media platforms through E-commerce and its emerging significance in business.
<b>CONSUMER BEHAVIOUR (ELECTIVE)</b>	CO1	To understand the sociological perspective of consumer behaviour.
	CO2	To identify the psychological perspective of consumer behaviour.
	CO3	To illustrate the complexities of consumer behaviour, its importance in marketing & advertising.
	CO4	Evaluate the changing trends in consumer behaviour.
<b>DOCUMENTARY &amp; AD FILM MAKING (ELECTIVE)</b>	CO1	To understand the planning involved in making audio visual communication effectively.
	CO2	To express effective and ethical public communication
	CO3	To apply basic skills in the practical aspects of Documentary and Ad Film making.
	CO4	To create scripts and shoot effective Documentary and Ad film.
	CO1	To Understand digital marketing platform

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<b>DIGITAL MEDIA</b>	CO2	To discuss the key goals and stages of digital campaigns
	CO3	To analyse digital marketing plans
	CO4	To adapt key digital marketing tools
<b>ADVERTISING DESIGN</b>	CO1	To understand the process of planning & production of the advertisement.
	CO2	To analyse the importance of visual language as effective way of communication.
	CO3	To design advertising campaign with practical training in the field of advertising
<b>ADVERTISING IN CONTEMPORARY SOCIETY (ELECTIVE)</b>	CO1	To understand the environment of Advertising in Contemporary Society
	CO2	To explain liberalization and its impact on the economy and other areas of Indian society
	CO3	To analyse the advertising environment of different countries
<b>BRAND MANAGEMENT (ELECTIVE)</b>	CO1	To understand the awareness and growing importance of brand management.
	CO2	To explain global perspective of brand management
	CO3	To discover how to build, sustain and grow brands
	CO4	To assess various sources of brand equity.
<b>MEDIA PLANNING &amp; BUYING (ELECTIVE)</b>	CO1	To understand budget allocation for a Media plan and fundamentals
	CO2	To demonstrate understanding of procedures, requirements, and techniques of media planning and buying.
	CO3	To analyse major media characteristics
	CO4	To compare the various media mix and their implementation
<b>ADVERTISING AND SALES PROMOTION (ELECTIVE)</b>	CO1	To understand the major sales promotion concepts
	CO2	To apply and develop a framework to make effective sales promotion decisions
	CO3	To analyse and effectively evaluate sales promotion campaigns
<b>RURAL MARKETING AND ADVERTISING (ELECTIVE)</b>	CO1	To define the concept of Rural Marketing and Rural economy.
	CO2	To explain Rural Environment and demography of Rural India.
	CO3	To develop communication skills to understand Rural communication in contemporary society.
	CO4	To decide upon creative skills for advertising strategies
	CO5	To design marketing Mix Strategies for Rural Consumer and Agricultural goods and service.
	CO1	To explain the concept of Retailing, and the strategies of Retail Marketing.
	CO2	To articulate the concept of merchandising and different skills of merchandising.

<b>RETAILING AND MERCHANDISING (ELECTIVE)</b>	CO3	To identify skills of retail communication and trends of information technology tools.
	CO4	To analyse social behavior and attitude of consumers over merchandising and Retailing.
	CO5	To create awareness about the need of retail consumers and their behavior.
<b>ENTERTAINMENT AND MEDIA MARKETING (ELECTIVE)</b>	CO1	To explain marketing practices, frameworks, and trends in the Entertainment Sector
	CO2	To analyse the impact of media industry on the viewers, understanding its characteristics
	CO3	To assess the television industry and film industry.
	CO4	To discuss different case studies regarding radio marketing skills, Social media marketing skills etc.
<b>TELEVISION PROGRAM PRODUCTION (ELECTIVE)</b>	CO1	To explain the history of Indian Television .
	CO2	Summarise the concepts of Television Journalism.
	CO3	To analyse the cultural impact of television on the audience.
	CO4	To develop various measurement formats and reporting skills of television.
	CO5	To discuss Contemporary Trends of Television programming to students.