



Hindi Vidya Prachar Samiti's
Ramniranjan Jhunjunwala College
of Arts, Science & Commerce
(Autonomous College)

Affiliated to
UNIVERSITY OF MUMBAI

Syllabus Framework As Per LOCF

Program: BA in Multimedia and Mass Communication
Program Code: RJAUBAMMC

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THE PREAMBLE

Why BA in Multimedia and Mass Communication?

Media is a key cornerstone in the growth of modern society. The functions of mass media include dissemination of information, spreading awareness, imparting education and providing entertainment, to name a few. Driven by high demand, competitiveness and government policy support, the media sector has seen unprecedented growth in recent times. With the percolation of media into all walks of life, it is the right time to be a part of this sector and develop proficiency in the same. Bachelor of Arts in Multimedia and Mass Communication, or BAMMC, is a three-year undergraduate programme that encompasses the study of many forms of communication such as marketing, journalism, television, radio, film, newspaper, magazine, photography, etc. The learners also learn about management and administration aspects of this industry etc. Candidates can also choose from specialisations, such as advertising or journalism. Media is currently a fullfining and lucrative career option for Indian youngsters, and applicants with a BAMMC degree have access to a wide range of professional and higher education prospects. The course enables the learners to apply conceptual knowledge and the skills gained through hands-on projects ensuring applicability and utility in the domain of society and nation.

Why BA in Multimedia and Mass Communication at R J College?

We at RJ College believe that theoretical knowledge when supplemented with hands-on projects, cooperative and inclusive learning enables us to impart a firm foundation to our learners. Additionally under the autonomous status, we have the freedom of altering the syllabus, which enables us to enhance the learning thereby giving an edge to our students. Our initiatives to meet the learning outcome include:

- Project based approach with focus on extensive practical applications of concepts.
- Comprehensive and continuous evaluation with a balance between theoretical, practical, hands-on and research based methodology is carried out. Learners are given a variety of projects such as documentary making, carrying out marketing research, photography, brand building, developing entrepreneurship skills, designing and printing adverts for magazines and newspapers, etc.
- Periodic guest lectures by eminent professionals in the mass communication and multimedia industry helps bridge the gap between theory and the practical world.
- Alumni engagement with lecture series enabling regular interaction between students

and the alumni of the department.

- Computer lab support is provided assisting in provision of hands-on education for industry focused multimedia softwares.
- Professional visiting faculties who are experts from their respective fields regularly teach subjects such as photography, film making, investigative journalism etc.
- Provision of learning and evaluations support is extended to special need learners thereby fostering an inclusive learning atmosphere and encouraging self reliance.
- Student Induction sessions, Open house with learners after semester end exams and Parent Faculty Sessions helps in creating an inclusive and open learning environment.
- Focus on holistic learning and encourage students to be socially responsible with activities like, Cleaning Dadar Chaupati, Spreading Christmas cheer amongst the underprivileged children, reducing carbon footprint by environment friendly department fest- Mediosa and other activities.
- Placement support and internship opportunities extended to our learners.

Our Curriculum, Your Strength

The syllabus for BAMMC spanning a total of six semesters with the first four semesters focussing on a variety of aspects of multimedia and mass communication and the last two offering a choice of specialization between advertising and journalism to the students. The curriculum is meticulously designed to enable the learners to gain understanding of mass media as a system of interrelated forces, including historical foundations, technological advances, economic dynamics, regulatory constraints, and ethical concerns. Being an autonomous institution empowers us to undertake revisions in the syllabus and evaluations thereby incorporating the developments of the industry into our curriculum and strengthening the same. This further strengthens our students, equipping them to better adjust in the professional world and enabling them to demonstrate their knowledge and ability in a variety of creative, cinematic, organizational, professional and journalistic venues. Field trips and industrial visits generate learner interest and enhance learning. Our illustrious alumni are given a platform to remain in constant touch with our every new batch of students in providing them guidance in their studies and assisting in the internship and placement. Focus on inclusive, integrated and holistic learning environments equips our students to be highly focussed professionals and socially responsible citizens.

PROGRAMME OUTCOMES (PO) of

PO 1: Post completion of the three year course, the learners will be able to gain theoretical knowledge and conceptual understanding of various aspects of Multimedia and Mass Communication.

PO 2: The course shall enable the learners to be equipped with communication skills both written and oral presentation skills, enhance creativity, develop critical thinking and mastery of various mass communications media in our global information age.

PO 3: The course shall enable the learners to apply conceptual knowledge and the knowledge gained through hands-on projects, develop research acumen and problem solving skills, thereby ensuring applicability and utility in the domain of society and nation.

PO 4: The inclusive course, with a wide offering of courses and specializations, ensures learners are trained with skills and contemporary knowledge to cater to the growing demand of the job market related to Advertising, Journalism, T.V, Radio, Film, Newspaper, Magazine, Industry etc

PROGRAM SPECIFIC OUTCOMES (PSO)

PSO 1: The program will enable aspirants to acquire knowledge in the varied fields associated with media, therein the learners will demonstrate the ability to apply the knowledge in a variety of creative, cinematic, organizational, professional and journalistic venues.

PSO 2: The program will inculcate in the learners a global awareness of political, social and corporate issues.

PSO 3: Learners will be able to gain a critical understanding of mass media as a system of interrelated forces, including historical foundations, technological advances, economic dynamics, regulatory constraints, and ethical concerns.

PSO 4: The learners will be able to gain proficiency in professional writing and effective oral communication skills across a variety of media platforms.

PSO 5: This program will equip the learners with creative and professional skills essential for making a career in the media and entertainment industry, including advertising, public relations, cinema, television, OTT Platforms, digital media, etc.

PSO 6: Learners will be imparted with technical knowledge and skills that shall enable them to create and design emerging media products, including blogs, digital audio, digital video, social media, digital photography, and multimedia.

PSO 7: This program shall help inculcate teamwork and leadership skills by developing an improved sense of self-confidence and self efficacy in the learners.

PSO 8: The learners shall become ethically committed media professionals and entrepreneurs.

PSO 9: The learners shall acquire fundamental research skills and understand the importance of innovation, incubation and entrepreneurship abilities.

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TABLE OF MAPPING PROGRAM SPECIFIC OUTCOMES

	Disciplinary Knowledge	Critical Thinking	Global Awareness	Communication Skills	Creative Thinking	Technical/Digital Skills	Leadership and Teamwork	Ethical Values	Research Skills
FYBAMMC: SEMESTER I									
RJAUBAMMC101	✓	✓	✓	✓	✓	✓	✓	✓	✓
RJAUBAMMC102	✓	✓	✓	✓		✓	✓	✓	✓
RJAUBAMMC103	✓	✓	✓	✓	✓	✓	✓	✓	✓
RJAUBAMMC104	✓	✓	✓	✓	✓	✓	✓	✓	✓
RJAUBAMMC105	✓	✓	✓	✓		✓	✓	✓	✓
RJAUBAMMC106	✓	✓	✓	✓	✓	✓	✓	✓	✓
RJAUSEC101	✓	✓	✓	✓	✓	✓	✓		
FYBAMMC: SEMESTER II									
RJAUBAMMC201	✓	✓	✓	✓	✓	✓	✓	✓	✓
RJAUBAMMC202	✓	✓	✓	✓		✓	✓	✓	✓
RJAUBAMMC203	✓	✓	✓	✓	✓	✓	✓	✓	✓
RJAUBAMMC204	✓	✓	✓	✓	✓	✓	✓	✓	✓
RJAUBAMMC205	✓	✓	✓	✓	✓	✓	✓	✓	✓
RJAUBAMMC206	✓	✓	✓	✓	✓	✓	✓	✓	✓
RJAUSEC201	✓	✓	✓	✓	✓	✓	✓		✓
SYBAMMC: SEMESTER III									
RJAUBAMMC301	✓	✓	✓	✓	✓	✓	✓	✓	✓
RJAUBAMMC302	✓	✓	✓	✓	✓	✓	✓	✓	✓
RJAUBAMMC303	✓	✓	✓	✓	✓	✓	✓	✓	✓
RJAUBAMMC304	✓	✓		✓	✓	✓	✓	✓	✓
RJAUBAMMC305	✓	✓	✓	✓	✓	✓	✓	✓	✓
RJAUBAMMC306	✓	✓		✓	✓	✓	✓	✓	✓
RJAUBAMMCDSE1	✓	✓	✓	✓	✓	✓		✓	✓
RJAUBAMMCDSE2	✓	✓	✓	✓	✓			✓	✓
RJAUBAMMCDSE3	✓	✓		✓	✓	✓		✓	✓

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	Disciplinary Knowledge	Critical Thinking	Global Awareness	Communication Skills	Creative Thinking	Technical/Digital Skills	Leadership and Teamwork	Ethical Values	Research Skills
SYBAMMC: SEMESTER IV									
RJAUBAMMC401	✓	✓	✓	✓	✓	✓	✓	✓	✓
RJAUBAMMC402	✓	✓	✓	✓	✓	✓	✓	✓	✓
RJAUBAMMC403	✓	✓	✓	✓		✓	✓	✓	✓
RJAUBAMMC404	✓	✓	✓	✓		✓	✓	✓	✓
RJAUBAMMC405	✓	✓	✓	✓	✓	✓	✓	✓	✓
RJAUBAMMC406	✓	✓		✓	✓	✓	✓	✓	✓
RJAUBAMMCDSE01	✓	✓	✓	✓	✓	✓		✓	✓
RJAUBAMMCDSE02	✓	✓	✓	✓	✓			✓	✓
RJAUBAMMCDSE03	✓	✓	✓	✓	✓		✓	✓	✓
TYBAMMC ADVERTISING: SEMESTER V									
RJAUBAMMCAD501	✓	✓	✓	✓	✓	✓	✓	✓	✓
RJAUBAMMCAD502	✓	✓	✓	✓	✓	✓	✓	✓	✓
RJAUBAMMCAD503	✓	✓	✓	✓	✓	✓	✓	✓	✓
RJAUBAMMCAD504	✓	✓	✓	✓	✓	✓	✓	✓	✓
RJAUBAMMCAD505	✓	✓	✓	✓	✓	✓	✓	✓	✓
RJAUBAMMCAD506	✓	✓	✓	✓	✓	✓	✓	✓	✓
TYBAMMC JOURNALISM: SEMESTER V									
RJAUBAMMCJR501	✓	✓	✓	✓	✓	✓	✓	✓	✓
RJAUBAMMCJR502	✓	✓	✓	✓	✓	✓	✓	✓	✓
RJAUBAMMCJR503	✓	✓	✓	✓	✓	✓	✓	✓	✓
RJAUBAMMCJR504	✓	✓	✓	✓	✓	✓	✓	✓	✓
RJAUBAMMCJR505	✓	✓	✓	✓	✓	✓	✓	✓	✓
RJAUBAMMCJR506	✓	✓	✓	✓	✓	✓	✓	✓	✓
TYBAMMC ADVERTISING: SEMESTER VI									
RJAUBAMMCAD601	✓	✓	✓	✓	✓	✓	✓	✓	✓
RJAUBAMMCAD602	✓	✓	✓	✓	✓	✓	✓	✓	✓
RJAUBAMMCAD603	✓	✓	✓	✓	✓	✓	✓	✓	✓
RJAUBAMMCAD604	✓	✓	✓	✓	✓	✓	✓	✓	✓
RJAUBAMMCAD605	✓	✓	✓	✓	✓	✓	✓	✓	✓

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	Disciplinary Knowledge	Critical Thinking	Global Awareness	Communication Skills	Creative Thinking	Technical/Digital Skills	Leadership and Teamwork	Ethical Values	Research Skills
RJAUBAMMCAD606	✓	✓	✓	✓	✓	✓	✓	✓	✓
TYBAMMC JOURNALISM: SEMESTER VI									
RJAUBAMMCJR601	✓	✓	✓	✓	✓	✓	✓	✓	✓
RJAUBAMMCJR602	✓	✓	✓	✓	✓	✓	✓	✓	✓
RJAUBAMMCJR603	✓	✓	✓	✓	✓	✓	✓	✓	✓
RJAUBAMMCJR604	✓	✓	✓	✓	✓	✓	✓	✓	✓
RJAUBAMMCJR605	✓	✓	✓	✓	✓	✓	✓	✓	✓
RJAUBAMMCJR606	✓	✓	✓	✓	✓	✓	✓	✓	✓

TEACHING LEARNING METHODS

The teaching learning method has been designed with student centric focus. The main aim of the teaching pedagogy is to teach domain knowledge to the students. It further aims to develop critical thinking, logical analysis and comprehensive development of the students studying the subject. The teaching learning methods include:

- Classroom teaching: Explaining concepts, theories, methodologies related to the subject with a focus on analysis of case studies, practical implications in the industry. Flipped classroom technique is also incorporated to encourage learning.
- Blended learning: Use of edtech platforms like zoom, explainer videos, movies, short films, radio, podcasts, documentaries, etc.
- Knowledge repository: Use of Google classroom, Kahoot, Jamboards, MiroBoards, online libraries, etc.
- Group discussion: Online and offline based on topics covered in the syllabus.
- Presentations: Online and offline on topics covered in the syllabus. Learners are encouraged to use a variety of techniques such as role play, documentary making, etc and make use of softwares like Photoshop, QuarkXPress, Deramweaver, Illustrator, Canva, etc and not just restrict to PowerPoint presentation.
- Field visits: Virtual and physical relevant to the subjects offered in the program.
- Digital learning: Training students with the digital tools and technologies

ASSESSMENT METHODS

1. Two Internal Assessment examinations of 20 marks each. Duration 30 minutes for each.
2. Internal Assessments could be either of the following depending on the nature of the course: Written Exam/ Group Project/ Individual Project/ Book Review/ Class Test/ Case Study/ Presentation Powerpoint/ Audio – Visual presentation/ Oral Presentation.
3. One External (Semester End Examination) of 60 marks. Duration: 2 hours.
4. Minimum marks for passing the Semester End Theory Exam is 40 %.
5. Students must appear at least one of the two Internal Tests to be eligible for the Semester End Examination.
6. For any KT examinations, there shall be ODD-ODD/EVEN-EVEN pattern followed.
7. HOD's decision, in consultation with the Principal, shall remain final and abiding to all.
8. Due to COVID-19, any changes in the pattern will be subject to the decision taken by the college.

Evaluation Details

Total marks per course - 100.

Internal Assessment- 40 marks

Internal Assessment 1: 20 marks- Written test

Internal Assessment 2 : 20 marks- Assignment / Projects as per the subject specific requirements.

- These may include, Documentary filmmaking, Script writing, Copywriting for an advertisement, Radio jingle, Book and movie reviews, Mini group project, blogs and vlogs, photography assignments, role play of talk shows, designing advertisements, market research, subject portfolios, group discussions, viva voce, shooting an interview for a Television channel or scripting and recording a chat show for a radio channel or a fictional program, recording news for TV and Radio, editing of news bulletins, making a docudrama, etc.
- Innovative evaluation techniques can be used in consultation and agreement with the exam committee.
- Some papers have additional project and research components. Those have been communicated to the faculties and details have been given in the syllabus .

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- The evaluation parameters for the internal assessment 2 needs to be given to the learners in advance. Class participation and attendance are to be added in the evaluative parameters.
- A minimum of 7 days to be given to the students to prepare and complete the internal assignments 2.

Semester End Examination – 60 marks

- Semester End Examination will be organized after all modules of the course are taught in the class.
- It will be a written examination / or as per the needs of the course a practical examination or a combination of both.
- Duration of the exam is 2 hours (120 minutes).
- Question paper covering all units and ensuring appropriate weightage given to evaluation parameters.
- Paper pattern as prescribed by the exam committee.

Format is as follows:

Question	Particulars	Marks
Q1	Case Study	15 marks
Q2	Full length question <ul style="list-style-type: none">• 15 marks can be one question or two questions of 7 and 8 marks each.• Internal choice given	15 marks
Q3	Full length question <ul style="list-style-type: none">• 15 marks can be one question or two questions of 7 and 8 marks each.• Internal choice will be provided	15 marks
Q4	Short Notes <ul style="list-style-type: none">• 5 marks each• Internal choice given (Any 3 out of 5)	15 marks

Weightage To Evaluation Parameters.

The subjects in Semesters have units running from 4-6.

The weightage to evaluation parameters can be as per the table for 4 Units.

UNIT	KNOWLEDGE	UNDERSTANDING	APPLICATION & ANALYSIS	TOTAL MARKS/ UNIT
I	06	05	04	15
II	06	05	04	15
III	06	05	04	15
IV	06	05	04	15
TOTAL- Per objective	24	20	16	60
% WEIGHTAGE	40	33	27	100%

The weightage to evaluation parameters can be as per the table for 5 Units.

UNIT	KNOWLEDGE	UNDERSTANDING	APPLICATION & ANALYSIS	TOTAL MARKS/ UNIT
I	05	04	03	12
II	05	04	03	12
III	05	04	03	12
IV	05	04	03	12
V	05	04	03	12
TOTAL- Per objective	25	20	15	60
% WEIGHTAGE	42	33	25	100%

The weightage to evaluation parameters can be as per the table for 6 Units.

UNIT	KNOWLEDGE	UNDERSTANDING	APPLICATION & ANALYSIS	TOTAL MARKS/ UNIT
I	04	04	02	10
II	04	04	02	10
III	04	04	02	10
IV	04	04	02	10
V	04	04	02	10
VI	04	04	02	10
TOTAL- Per objective	24	24	12	60
% WEIGHTAGE	40	40	20	100%