

BA in Multimedia and Mass Communication (BAMMC)

PROGRAMME OUTCOME (PO):

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.

COURSE OUTCOME (CO):

SEMESTER I: FYBAMMC

COURSE CODE	COURSE	COURSE OUTCOME
RJAUBAMMC101	Effective Communication - I	<ol style="list-style-type: none"> 1. The learners will gain knowledge and understanding about the basics of effective communication, advantages, barriers to communication, how the learners can overcome those barriers, various aspects of communication in media and how the learned can hone effective listening skills to improve their communication. 2. The learners will be able to enhance their reading skills, grammar usage and knowledge of the media related words. 3. The learners shall be able to enhance their thinking and presentation skills. Additionally, they also develop understanding to give effective presentations. 4. The learners shall gain effective translation skills, understand the qualities needed and challenges faced by translators in the professional field.
RJAUBAMMC102	Foundation Course- I	<ol style="list-style-type: none"> 1. The learners will gain an overview of the Indian Society. 2. The learners will be acquainted with the Constitution of India. 3. The learners shall gain knowledge and understanding of the socio-political problems faced in the country.
RJAUBAMMC103	Visual Communication	<ol style="list-style-type: none"> 1. Learners will be provided with tools that would help them visualize and communicate. 2. Learners will gain understanding of visual communication as part of Mass Communication 3. The students shall acquire basic knowledge in theories and languages of Visual Communication which shall assist

		<p>them to carry out a project in the field of visual communication.</p> <ol style="list-style-type: none"> 4. The learners shall gain the ability to understand and analyze visual communication from a critical perspective
RJAUBAMMC104	Fundamentals Of Mass Communication	<ol style="list-style-type: none"> 1. The learners will gain an understanding of the development of Mass Communication models. 2. The learners shall develop a critical understanding of Mass Media. 3. The course will initiate the understanding of the concept of New Media and Media Convergence and their implications.
RJAUBAMMC105	Current Affairs	<ol style="list-style-type: none"> 1. The learners will be equipped with basic understanding of politics, economics, environment and technology so that they can grasp the relevance of related news. 2. The course shall enable developing a critical understanding of the relationship between media and current affairs.
RJAUBAMMC106	History of Media	<ol style="list-style-type: none"> 1. The learners will be able to understand Media history through key events in the cultural history. 2. The learners will gain understanding of the major developments in media history. 3. The course will enable the learners to understand the history and role of professionals in shaping communications. 4. The learners will develop the ability to think and analyze about the media.
RJAUSEC101	COMPUTER LITERACY - I	<ol style="list-style-type: none"> 1. Gain understanding on how to use the computer for basic purposes of preparing his personal/business letter, view information on the Internet, send and receive mail. 2. Gain knowledge about how to design professional documents, create and organize contents, use graphical effects, animations and multimedia objects. 3. Develop skills to enable students to design professional presentations, create and organize contents according to the objectives, use graphical effects, animations and multimedia objects, manage the publishing and the delivery of a presentation.

SEMESTER II: FYBAMMC

COURSE CODE	COURSE	COURSE OUTCOME
RJAUBAMMC201	Effective Communication - II	<ol style="list-style-type: none"> 1. The learners will be able to enhance their report writing, organizational writing and publicity material writing skills. 2. The course aims to introduce the learners to editing in writing and develops the said skills. 3. The learners shall be able to develop and enhance their paraphrasing and summarization skills. 4. The learners are equipped to understand, interpret and analyze technical data.
RJAUBAMMC202	Foundation Course - I	<ol style="list-style-type: none"> 1. The learners will be able to understand the concepts of liberalization, privatization and globalization. 2. The course aims to introduce the learners to human rights and their importance. 3. The learners shall be able to gain knowledge about the importance of Environment Studies in the current developmental context. 4. The learners will be able to understand the causes of stress and conflict in individuals and society. 5. The learners will gain knowledge about contemporary societal challenges.
RJAUBAMMC203	Content Writing	<ol style="list-style-type: none"> 1. Enabling the learners to develop skills essential for good writing, emphasizing the development of professional writing skills without any errors. 2. The learners will be able to gain a better command over written English language and provide them with tools that would help them communicate effectively. 3. The learners will be able to improvise on their presentation skills and develop techniques of writing for the television, web and newspapers.
RJAUBAMMC204	Introduction To Advertising	<ol style="list-style-type: none"> 1. The learners will gain a basic understanding of advertising, growth, importance and types. 2. The learners will be equipped with knowledge about effective advertising campaigns, tools, models etc. 3. To enable the learners to comprehend the role of advertising, various departments, careers and creativity. 4. The learners shall gain insight into the various latest advertising trends.
RJAUBAMMC205	Introduction To Journalism	<ol style="list-style-type: none"> 1. The learners will gain knowledge about the history of journalism in India. 2. Learners shall gain insight into various concepts related to news and the process involved in delivering the news to its viewers/readers/ listeners. 3. The learners shall enhance their understanding about what makes a great journalist, what are the principles that form the basis of quality journalism and various formats of news.

		<ol style="list-style-type: none"> 4. The learners are introduced to the variety of career choices in the field of journalism. 5. Using a flip class method, the learners will be able to apply the knowledge and understanding gained in covering an event.
RJAUBAMMC206	Media Gender & Culture	<ol style="list-style-type: none"> 1. Learners will gain perspective about the significance of culture and the media industry and understand the association between the media, gender and culture in the society and its role in mass media. 2. Gain understanding of the changing perspectives of media, gender and culture in the globalized era. 3. The learners will be able to foster analytical skills that will allow them to view the media critically and gain knowledge of the study of media and culture as an interdisciplinary approach.
COMPUTER LITERACY - II	RJAUSEC201	<ol style="list-style-type: none"> 1. Gain knowledge about how to create effective spreadsheets. 2. Gain understanding on how to manage a large set of data, develop skills to enable the learners to master the use of Excels most popular functions and automate day to day Excel tasks 3. Develop skills and enable the students to create gmail accounts, create and organize contents of Google form, effective use of google classroom and different usage of Google workspace.

SEMESTER III: SYBAMMC

COURSE CODE	COURSE	COURSE OUTCOME
RJAUBAMMC301	Electronic Media - I	<ol style="list-style-type: none"> 1. Introduction to the basic terms and concepts of broadcasting and telecasting and provide an overview of the structure and function of radio and television and impart awareness of the development of broadcast media and current trends. 2. The learners will gain understanding of various types of sound & visuals and its importance in the communication mediums ie Radio and TV 3. The learners will be able to develop effective skills, while completing the assignments, enabling them to further their careers in their respective field.
RJAUBAMMC302	Corporate Communication And Public Relations	<ol style="list-style-type: none"> 1. The learners will gain understanding of the basic concepts of corporate communication and public relations. 2. Enable the learners to acquire basic skills in the practical aspects of Media Relations & Crisis Management.

		<ol style="list-style-type: none"> 3. The learners will be able to examine how various elements of corporate communication must be coordinated to communicate effectively in today's competitive world. 4. The learners will develop critical understanding of the different practices associated with corporate communication with the latest trends and social media tools.
RJAUBAMMC303	Media Studies	<ol style="list-style-type: none"> 1. Students will be able to grasp the complex relationship between communication/media theories and a diverse set of individual, social, and professional practices. 2. The learners gain exposure to a well-developed body of media theory and encourage them to analyse the various aspects in the context of trends in mass media.
RJAUBAMMC304	Introduction To Photography	<ol style="list-style-type: none"> 1. The Learners will understand that media photography is a language of visual communication and is far beyond just point and shoot fun moments. 2. Enhance the practical skills of the learners thereby enabling them to work on a given theme or the subject into making a relevant picture or photo feature. 3. Impart the techniques of Photography, and its practical application for creating effective and creative photographs, thus enjoying photography as an art.
RJAUBAMMC305	Film Communication - I	<ol style="list-style-type: none"> 1. Inculcate appreciation and understanding of good cinema and gain insight into film techniques and aesthetics. 2. The Learners will understand the fundamentals of Film Production and the power of visuals and sound and the ability to make use of them in effective communication. 3. Learners will acquire the requisite tools in order for them to execute a small scale film production project.
RJAUBAMMC306	Computers And Multimedia -I	<ol style="list-style-type: none"> 1. Learners will acquire a fundamental understanding of professional computer softwares required in various media content development processes. 2. Learners will be able to implement their knowledge of softwares in various other subjects across semester III to VI. 3. The learners are imparted with a perspective of what goes behind the scene and help them choose their stream and enable them to become ready for the media industry.
RJAUBAMMCDSE1	Introduction to Marketing Essentials	<ol style="list-style-type: none"> 1. The learners are provided with knowledge and understanding of key marketing concepts. 2. Enhanced application abilities of the learners with respect to creating marketing plans.

RJAUBAMMCDSE2	Globalization and Culture	<ol style="list-style-type: none"> 1. The learners will gain knowledge of the competing definitions of globalization. 2. The learners will gain understanding of the economic, political, social, cultural issues covered by the debate and their impact on contemporary cultures, particularly in the developing world.
RJAUBAMMCDSE3	Elements of Visual Representation	<ol style="list-style-type: none"> 1. The learners will develop a visual vocabulary to decode visual messages with a semiotic approach. 2. The learners will gain knowledge that is instrumental in visual analysis, critical art appreciation, theoretical and practical art and design endeavors.

SEMESTER IV: SYBAMMC

COURSE CODE	COURSE	COURSE OUTCOME
RJAUBAMMC401	Electronic Media - II	<ol style="list-style-type: none"> 1. The learner will gain an overview of evolution and growth of Radio and Television & regional channels and awareness of the development of broadcast media and current trends. 2. Introduction and understanding of terms like TRP, Panel Discussions, Interviews, Anchoring, Radio Jockey. 3. Develop and enhance the skill of script writing for Broadcast Media. 4. The learners will be able to gain skills to shoot news bulletins and record radio talk shows.
RJAUBAMMC402	Writing And Editing For Media	<ol style="list-style-type: none"> 1. Learners are able to understand similarities and differences in writing for all forms of media including the internet and digital. 2. Learner will acquire information gathering skills and techniques 3. The learners will gain knowledge of different news and copy formats along with appropriate style-sheets and layout.
RJAUBAMMC403	Media Law And Ethics	<ol style="list-style-type: none"> 1. Learners will be able to gain an understanding of laws that impact the media industry. 2. Generation of interest and awareness about new issues relating to media laws. 3. The learners will be able to gain insight into the various aspects of ethical responsibility of journalists and advertisers.
RJAUBAMMC404	Mass Media Research	<ol style="list-style-type: none"> 1. The learners are equipped with tools to carry on research and gain hands-on experience. 2. The learners shall gain knowledge about how to design questionnaires. 3. Understanding about the application of research in the field of media can be gained by the learners.

RJAUBAMMC405	Film Communication - II	<ol style="list-style-type: none"> 1. Inculcate appreciation and understanding of good cinema and gain insight into film techniques and aesthetics. 2. The Learners will understand the fundamentals of Film Production and the power of visuals and sound and the ability to make use of them in effective communication. 3. Learners will acquire the requisite tools in order for them to execute a small scale film production project.
RJAUBAMMC406	Computers And Multimedia -II	<ol style="list-style-type: none"> 1. The learners will gain technical skills to work with the softwares which in turn benefits them in their career prospects. 2. Learners will acquire a fundamental understanding of different professional computer softwares required in various media content development processes to make the learners understand what goes behind the scene and help them choose their stream.
RJAUBAMMCDSE01	Graphics and Animation Development	<ol style="list-style-type: none"> 1. The learners are provided with knowledge and understanding of the open source tools which are freely available for downloading such as GIMP (GNU Image Manipulation Program) available for platforms: Linux, Windows and Mac. 2. Enhanced application abilities of the learners with respect to graphics and animation.
RJAUBAMMCDSE02	Introduction to Modern Indian Drama	<ol style="list-style-type: none"> 1. The learners will gain knowledge of the historical and social debates on modern Indian theatre from the latter decades of the 19th century to the mid-20th century. 2. The learners will learn about the plays of Indian playwrights and their underlying themes.
RJAUBAMMCDSE03	Negotiation and Conflict management	<ol style="list-style-type: none"> 1. The learners will gain understanding of the importance of negotiation in daily personal and professional settings. 2. The learners will recognize the nature of conflict, its impact on interpersonal, organizational relationships and further gain knowledge on how to achieve collaborative value-adding negotiation skills.

SEMESTER V: TYBAMMC ADVERTISING

COURSE CODE	COURSE	COURSE OUTCOME
RJAUBAMMCAD501	Copywriting	<ol style="list-style-type: none"> 1. The learners will be familiarized with the concept of copywriting as selling through writing. 2. The learners will gain understanding of the process of creating original, strategic, compelling copy for various mediums.

		<ol style="list-style-type: none"> The learners will be trained on how to generate, develop and express ideas effectively. Imparting 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.
RJAUBAMMCAD502	Advertising & Marketing Research	<ol style="list-style-type: none"> The learners will gain awareness of the foundations of research and audience analysis, essential for successful advertising. The learners will gain understanding of the scope and techniques of Advertising and Marketing research, and their utility. The learners will gain skills to conduct a market research project. The learners will gain knowledge about designing questionnaire for advertising and marketing research and write reports of the findings and conclusions of the research after analyzing and tabulating data
RJAUBAMMCAD503	Brand Building	<ol style="list-style-type: none"> The learner will gain a greater understanding of what it takes to create and retain strong and successful brands. Examine brand concepts in real-life settings by articulating the context of and the rationale for the application. The learners will be able to execute the process and methods of branding, incl
RJAUBAMMCAD504	Agency Management	<ol style="list-style-type: none"> Learners get a basic understanding of how an ad agency works and what opportunities exist. Acquaintance with concepts, techniques and give experience in the application of concepts for developing an effective advertising campaign. The learners will gain knowledge on how to set up an ad agency. The learners will gain skills on how to develop a marketing plan for clients and how to evaluate the success of the same.
RJAUBAMMCAD505	Direct Marketing & E-Commerce	<ol style="list-style-type: none"> The learners will comprehend the growing significance of direct marketing. The learners will be able to understand the importance of effective integrated marketing communication and customer relationship management. Gain skills relating to database management, developing marketing strategies, research analysis and testing Gain understanding of the increasing significance of E-Commerce and its applications in business and various sectors.
	Consumer Behaviour	<ol style="list-style-type: none"> Learners will gain understanding of the socio- economic and cultural determinants of consumer behaviour.

RJAUBAMMCAD506		<ol style="list-style-type: none"> 2. The learners will gain insight into the psychological factors impacting the consumer behaviour. 3. Learners will be introduced to the complexities of consumer behaviour, its importance in marketing & advertising. 4. The learners will be able to apply the knowledge and design effective marketing campaigns.
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SEMESTER V: TYBAMMC JOURNALISM

COURSE CODE	COURSE	COURSE OUTCOME
RJAUBAMMCJR501	Reporting	<ol style="list-style-type: none"> 1. Learners will be able to understand the basic ethos of the news and news-gathering. 2. The learners will gain skills in communicating and comprehending structures of news writing (inverted pyramid structure), language of news writing, objectivity and writing techniques. 3. The learners will be able to gain knowledge and skills on how to become reporters for various beats.
RJAUBAMMCJR502	Investigative Journalism	<ol style="list-style-type: none"> 1. The learners will be able to understand the role of investigative reporting in modern journalism 2. The learners will gain an insight into the skills to conduct investigative research in an ethical manner. 3. Develop skills and techniques to pen quality investigative articles.
RJAUBAMMCJR503	Writing And Editing Skills	<ol style="list-style-type: none"> 1. The learners will be acquainted with the art of narration and storytelling. 2. The learners will be able to practice crisp writing and build stories that hold the interest of the readers. 3. The learners will gain insight into the art of interviewing and practice writing strictly within the contours of journalistic principles.
RJAUBAMMCJR504	Global Media and Conflict Resolution	<ol style="list-style-type: none"> 1. The learners will gain awareness and perspective of the issues faced and experienced by the media globally. 2. The learners will gain insight into the role of media in the 21st Century and the challenges facing traditional media. 3. Students will be familiarized with regional versus global media. 4. Highlight social media's relevance in information dissemination and role of media in resolution of conflicts.
	Business and Financial Journalism	<ol style="list-style-type: none"> 1. The learners will gain a basic understanding of the world of business and finance.

RJAUBAMMCJR505		<ol style="list-style-type: none"> The learners will gain skills to collect economic data effectively and learn requirements essential to be good business and financial journalists. Learners acquire the skills to write different kinds of Business and Financial leads.
RJAUBAMMCJR506	News Media Management	<ol style="list-style-type: none"> To make students aware about the responsibilities, structure, functioning of a media organization and economic drivers of the media houses Students will have developed hands-on experience as content marketers using journalistic and digital techniques. The course will sensitize students about the influences of government on media production and broadcasting.

SEMESTER VI: TYBAMMC ADVERTISING

COURSE CODE	COURSE	COURSE OUTCOME
RJAUBAMMCAD601	Digital Media	<ol style="list-style-type: none"> Learners will gain understanding of the digital marketing platform and learn to use key digital marketing tools. Learners will be able to understand the key goals and stages of digital campaigns. The learners will gain hands-on skills to develop digital marketing plans. Gain practical knowledge and learn the skills to develop and execute affecting online marketing strategies.
RJAUBAMMCAD602	Advertising Design	<ol style="list-style-type: none"> Learners shall understand the process of planning & production of the advertisement. The course will be able to highlight the importance of visual language as an effective way of communication. Learners will gain practical training in the field of advertising thereby making them industry ready.
RJAUBAMMCAD603	Advertising In Contemporary Society	<ol style="list-style-type: none"> Develop basic understanding of the change in the contemporary society environment Learners will get acquainted with contemporary advertising and its effects on the society Learners will understand the comparison and analysis of international and global advertising and marketing Determine the need for social marketing and acquire the skills required to develop a social marketing campaign.
RJAUBAMMCAD604	Media Planning & Buying	<ol style="list-style-type: none"> Learners will develop knowledge of major media characteristics. Gain understanding of the procedures, requirements, and techniques of media planning and buying, thereby enabling effective delivery of objectives.

		<ol style="list-style-type: none"> 3. The learners will be able to determine the various media mix and their comparative implementation 4. The learners will gain knowledge of budget allocation for a Media plan.
RJAUBAMMCAD605	Advertising & Sales Promotion	<ol style="list-style-type: none"> 1. Learners will be able to demonstrate a thorough understanding of the major sales promotion concepts 2. The course will enable the learners to develop a framework to make effective sales promotion decisions. 3. The learners will be able to develop skills that help to analyse sales Promotion Campaign of the major brands. 4. Equip the learners with necessary skills required to develop an effective sales promotion campaign.
RJAUBAMMCAD606	Retailing & Merchandising	<ol style="list-style-type: none"> 1. Introduce the learners to the concept of retailing and enable them to understand the strategies of Retail Marketing. 2. Introduce the learners to the concept of and merchandising and different skills of merchandising. 3. The learners will gain understanding of the needs of retail consumers, their behavior and impact of the attitude of consumers over merchandising and retailing. 4. Develop skills of retail communication and learn about the trends of information technology tools.

SEMESTER VI: TYBAMMC JOURNALISM

COURSE CODE	COURSE	COURSE OUTCOME
RJAUBAMMCJR601	Digital Media	<ol style="list-style-type: none"> 1. Learners will gain understanding of the digital marketing platform and learn to use key digital marketing tools. 2. Learners will be able to understand the key goals and stages of digital campaigns. 3. The learners will gain hands-on skills to develop digital marketing plans. 4. Gain practical knowledge and learn the skills to develop and execute affecting online marketing strategies.
RJAUBAMMCJR602	Newspaper and Magazine Design (Project)	<ol style="list-style-type: none"> 1. The learner will gain understanding of the process of print media production from the content collection to the final print ready layout. 2. The learners will be able to understand how the news weightage and article relevancy will have an impact on visual treatment and the text block. 3. Learners will be able to reconstruct headlines suitable for the space keeping the core meaning and intensity intact.

RJAUBAMMCJR603	Contemporary Issues	<ol style="list-style-type: none"> 1. Provide insight and understanding into the plethora of challenges and issues faced by the country which shall result in increased awareness of the contemporary issues. 2. The learners will be sensitized towards the varied social, economic and political aspects of the society and analyse them as a media professional. 3. The learners will gain understanding of the different Social Welfare schemes initiated by the Government of India.
RJAUBAMMCJR604	Lifestyle Journalism	<ol style="list-style-type: none"> 1. The course will impart knowledge on 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 2. This course will help the learner acquire an ability to understand audiences and markets in which the lifestyle journalists provide information. 3. Learners will be sensitized to use key digital marketing tools to develop digital marketing plans
RJAUBAMMCJR605	Magazine Journalism	<ol style="list-style-type: none"> 1. This course introduces the students to the nuances of magazine journalism, feature writing and reviews. 2. The learners will be able to gain knowledge about the various genres of magazines. 3. The learners will gain insight into the organizational structure of magazines.
RJAUBAMMCJR606	Television Journalism	<ol style="list-style-type: none"> 1. The learners shall be acquainted with the skills needed in television reporting and enable them to develop those skills. 2. Sensitize the learners through assignments about the issues of deprivation around us and using writing as a tool for social justice. 3. The learners shall be able to gain understanding about the current and emerging trends in Television Journalism.