

VIVEK COLLEGE OF COMMERCE
PROGRAMME NAME: BAMMC - BMM

BAMMC PROGRAMME OUTCOME:

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.

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

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.

PO4: Students would demonstrate the ability to apply rhetorical principles in a variety of creative, cinematic, organizational, professional and journalistic venues.

PO5: Knowledge, skills, and values that prepare them for future careers in our interconnected society, whether in mass media or advanced study

PO6: Learners would develop a global awareness of political, social and corporate issues influenced by communication sensitivity and skills.

PO7: Learners will understand mass media as a system of interrelated forces, including historical foundations, technological advances, economic dynamics, regulatory constraints, and ethical concerns.

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

PO9: Learners will be able to create and design emerging media products, including blogs, digital audio, digital video, social media, digital photography, and multimedia.

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.

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.

PO12: Learners will comprehend the foundations, process, and practices of writing for and about the media, and demonstrate proficiency in writing across platforms.

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.

PO14: Learners will acquire the knowledge and skills required to pursue a career in the specialization of their choice.

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BAMMC PROGRAMME SPECIFIC OUTCOME

PSO1: BAMMC is a career-oriented course that throws up umpteen options at the end of three years. Be it moviemaking, theatre, radio, journalism, copywriting, scriptwriting, branding, or PR, all these career options can be explored after getting a degree in BAMMC.

PSO2: Acquiring knowledge across fields (arts/science/commerce) is made possible thanks to BAMMC. For example, economics, an inherently commerce subject is taught in BAMMC to ensure students are well versed with the world of numbers and money. Similarly, a subject like political science which is taught in the arts stream is a part of the BAMMC syllabus too. Technicalities of radio and television are taught so that students know the workings of both these forms of media.

PSO3: Your computer software skills are sure to be sharpened in BAMMC with softwares like Microsoft Word, Microsoft PowerPoint, Adobe Photoshop, Corel Draw as well as video editing softwares like Pinnacle and Premier Pro.

PSO4: In the Third year, selecting advertisement if student wants to opt for art direction. Logo design, brand building and selecting journalism if students have love for writing, editing, reporting, copywriting. At the end both are creative fields.

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COURSE OUTCOME - BAMMC

FYBAMMC – SEMESTER I

COURSE NAME: 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.
CO3: To introduce key concepts of communications.

COURSE NAME: 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.

COURSE NAME: VISUAL COMMUNICATION

CO1: To provide students with tools that would help them visualize and communicate.
CO2: Understanding 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 communication
CO4: To acquire basic knowledge in theories and languages of Visual Communication
CO5: The ability to understand and analyse visual communication from a critical perspective

COURSE NAME: 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 understand the development of Mass Communication models.
CO3: To develop a critical understanding of Mass Media.
CO4: To understand the concept of New Media and Media Convergence and its implications.

COURSE NAME: CURRENT AFFAIRS

CO1: To provide learners with overview on current developments in various fields.
CO2: To generate interest among the learners about burning issues covered in the media
CO3: To equip them with basic understanding of politics, economics, environment and technology so that students can grasp the relevance of related news.
CO4: Twenty minutes of newspaper reading, and discussion is mandatory in every lecture

COURSE NAME: HISTORY OF MEDIA

CO1: Learner will be able to understand Media history through key events in the cultural history
CO2: To enable the learner to understand the major developments in media history
CO3: To understand the history and role of professionals in shaping communications.
CO4: To understand the values that shaped and continues to influence Indian mass media.
CO5: Learner will develop the ability to think and analyse about media.

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CO6: To sharpen the reading, writing, speaking and listening skills that will help the students to understand the development of Media

FYBAMMC SEMESTER II

COURSE NAME: EFFECTIVE COMMUNICATION SKILLS-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.
CO3: To introduce key concepts of communications.

COURSE NAME: FOUNDATION COURSE

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.

COURSE NAME: CONTENT WRITING

CO1: To provide students with tools that would help them communicate effectively.
CO2: Understanding crisp writing as part of Mass Communication
CO3: The ability to draw the essence of situations and develop clarity of thought.

COURSE NAME: 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.

COURSE NAME: 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.

COURSE NAME: MEDIA GENDER & CULTURE

CO1: To discuss the significance of culture and the media industry.
CO2: To stress on the changing perspectives of media, gender and culture in the globalised era.
CO3: To understand the association between the media, gender and culture in the society.

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COURSE OUTCOME - BMM

SYBMM SEMESTER III

COURSE NAME: MEDIA STUDIES

CO1: To improve the skills of students

CO2: To improve literacy skills and abilities in other subjects

COURSE NAME: INTRODUCTION TO ADVANCE COMPUTERS

CO1: To equip the students with an understanding of industry knowledge required to make a career

CO2: In the field of print and Advertising, Digital Marketing, Television media, Film etc.

CO3: To train them with the software knowledge required in the above-mentioned Industries.

COURSE NAME: UNDERSTANDING CINEMA

CO1: This paper should aim to sensitize the students towards Cinema as a medium of Mass Communication and help them to become critical viewers of movies today.

a. From A Personal Point of View

b. From A Social Point of View

c. From A Business Point of View (in context of Box Office Success)

CO2: The students should get to study the similarities and differences between various movie cultures. (Have a contextual understanding)

CO3: The students should get to study Indian cinema through its similarities and differences with both Indian & Western traditions of art and culture.

CO4: Movies cannot be studied apart from the technology used to produce them. Hence, the students should necessarily be given some practical exercises in the paper for internal marks.

CO5: The students should study cinema by watching through an open-ended list of movies. (Screening of films should depend to a great extent on the FORTE of the teacher and the type of students in the class)

CO6: The teacher must briefly address diverse films in the course of their lecture (Although there are some specific subjects that can deal with films of different types a special session must touch upon Cinema in all its possible forms - to encompass from the ordinary Factual Documentary format to the most effective Bumper Breaks/ Advertisements. From the special effects total Sci-fi and Fiction films to the harsh Reality bite films. Even from Promotional Corporate films and travelogues to the most stereotype telecast of Newsreels)

COURSE NAME: CULTURAL STUDIES

CO1: To create awareness on cultural theories and its relevance in media

CO2: To discuss the importance of cultural studies and its role in mass media.

CO3: To understand the cultural concepts and its impact on the media

COURSE NAME: INTRODUCTION TO CREATIVE WRITING

CO1: To encourage students to read stories, poems, plays

CO2: To develop further and build upon the writing and analytical skills acquired in

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Semesters I & II

CO3: To acquaint students with basic concepts in literary writing.

CO4: To prepare students to write for media.

COURSE NAME: INTRODUCTION TO PUBLIC RELATIONS

CO1: To prepare students for effective & ethical public communication on behalf of organizations.

CO2: To help students acquire basic skills in the practical aspects of Media Relations & Crisis Management.

CO3: To equip students with basic skills to write & develop Press Release & another PR communication.

CO4: To design a PR campaign.

SYBMM SEMESTER IV

COURSE NAME: MASS MEDIA RESEARCH

CO1: To introduce students to debates in Research approaches and equip them with tools to carry on research

CO2: To understand the scope and techniques of media research, their utility and limitations

COURSE NAME: INTRODUCTION TO JOURNALISM

CO1: To help media students to acquaint themselves with an influential medium of journalism which holds the key to opinion formation & create awareness

COURSE NAME: PRINT PRODUCTION AND PHOTOGRAPHY

CO1: To help students understand the principles and practice of photography. To enable students to enjoy photography as an art.

COURSE NAME: ORGANIZATIONAL BEHAVIOUR

CO1: To impart knowledge of the basic concepts and facets of organizational behaviour.

CO2: To highlight the role of psychological factors & process at work.

CO3: To foster management skills among students.

COURSE NAME: RADIO & TV

CO1: To acquaint students with the working of 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 field

COURSE NAME: INTRODUCTION TO ADVERTISEMENT

CO1: To introduce Students to the basic steps in advertising

CO2: To help students understand the creations of an ad campaign

CO3: To understand the structure of an Ad Agency

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TYBMM SEMESTER V (ADVERTISING)

COURSE NAME: MEDIA PLANNING AND BUYING

- CO1: To develop knowledge of various characteristics of media.
 CO2: To understand procedures, requirements, and techniques of media planning and buying.
 CO3: To learn the various media mix and its implementation
 CO4: To understand budget allocation for a Media plan

COURSE NAME: BRAND BUILDING

- CO1: To study the concept of Brands
 CO2: To study the process of building brands
 CO3: To study its importance to the consumer and advertisers

COURSE NAME: ADVERTISING IN CONTEMPORARY SOCIETY

- CO1: To understand the environment in Contemporary Society
 CO2: To understand Liberalisation and its impact on the economy
 CO3: To study contemporary advertising and society

COURSE NAME: CONSUMER BEHAVIOUR

- CO1: To understand role of marketing in influencing consumer behaviour.
 CO2: To analyse the role of marketer & the consumer in advertising.
 CO3: To sensitize the students to the changing trends in consumer behaviour.

COURSE NAME: COPYWRITING

- CO1: To familiarize the students with the concept of copywriting as selling through writing
 CO2: To learn the process of creating original, strategic, compelling copy for various media
 CO3: To train students to generate, develop and express ideas effectively
 CO4: To learn the rudimentary techniques of advertising - headline and body copywriting.

COURSE NAME: AD DESIGN

- CO1: To make students understand the process of planning & production of advertisement
 CO2: To highlight the importance of visual communication
 CO3: To provide practical training in the field of advertising

TYBMM SEMESTER V (JOURNALISM)

COURSE NAME: EDITING

- CO1: As an important segment of newspaper production, editing is a vital function. The syllabus lays stress on language skill improvement.
 CO2: It aims at orienting students to gain more practical knowledge in the print media scenario.
 CO3: The syllabus encompasses the current trends of digital media as well as writing for e editions of papers
 CO4: The syllabus tackles editing from various beats points of view.
 CO5: Editing of editorials, columns, etc is included to acquaint the students about

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responsible journalism.

CO6: With global media and changing advertising concepts lay-outs in modern times can be imparted.

COURSE NAME: FEATURES AND OPINION

CO1: Understanding the differences between reporting and feature writing

CO2: Understanding the other types of soft stories

CO3: Learning the skills for writing features/ opinion/soft stories and of interviewing

COURSE NAME: JOURNALISM AND PUBLIC OPINION

CO1: To assess the importance of the media vis a vis the public

CO2: To project a fair idea of the role of the media in creating and influencing Public Opinion

CO3: To analyse the impact of the media and public opinion on socio political issue

COURSE NAME: INDIAN REGIONAL JOURNALISM

CO1: Study of the history and role of Indian press other than in English.

CO2: Understand the contribution and role of certain publications and stalwarts

CO3: Study of the regional press and television of today

COURSE NAME: REPORTING

CO1: To prepare them to write or present the copy in the format of news. -To develop nose for news. -To train them to acquire the skills of newsgathering with traditional as well as modern tools. -To inculcate the skills for investigative journalism. -To make them understand the basic structure/ essential knowledge for various beats. -To make them responsible reporters and the face of media

COURSE NAME: NEWSPAPER & MAGAZINE MAKING

CO1: To study the design, elements of the newspaper and magazine

CO2: To study space distribution

CO3: To get exposure to design software such as Quark Express

CO4: To study the process of planning and production of newspaper and magazine

TYBMM SEMESTER VI (ADVERTISING)

COURSE NAME: FINANCIAL MANAGEMENT FOR MARKETING AND ADVERTISING

CO1: To provide a brief overview of the basic concepts, goals functions and types of finance available for new and existing business and marketing units.

CO2: To enable the understanding of the need for financial planning through Budgets and their benefits.

CO3: To enable students to evaluate the financial implications of marketing decisions through simple analytical tools.

COURSE NAME: THE PRINCIPLES & PRACTICE OF DIRECT MARKETING

CO1: To understand the concept and importance of Direct Marketing

CO2: To understand the various techniques of direct marketing and its advantages

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COURSE NAME: AGENCY MANAGEMENT

- CO1: To acquaint the students with concepts, techniques for developing an effective advertising campaign.
- CO2: To familiarize students with the different aspects of running an ad agency
- CO3: To inculcate competencies to undertake professional work in the field of advertising.

COURSE NAME: ADVERTISING AND MARKETING RESEARCH

- CO1: To inculcate the analytical abilities and research skills among the students.
- CO2: To understand research methodologies – Qualitative vs Quantitative
- CO3: To discuss the foundations of Research and audience analysis that is imperative to successful advertising.
- CO4: To understand the scope and techniques of Advertising and Marketing research, and their utility.

COURSE NAME: LEGAL ENVIRONMENT & ADVERTISING ETHICS

- CO1: To acquaint students to the Legal Environment in contemporary India highlighting the relevance of the same with reference to Advertising media.
- CO2: To emphasize & reiterate the need to have ethical practices in the field of advertising media both in India & internationally.
- CO3: To appreciate the role of advertising in contemporary consumerism, the need for consumer awareness & consumer protection.
- CO4: Advertising as a profession today & how to protect it the future of advertising.
- CO5: The syllabus has been redesigned to include advertising in both traditional & New Media

TYBMM SEMESTER VI (JOURNALISM)

COURSE NAME: PRESS LAWS AND ETHICS

- CO1: To study media laws
- CO2: To understand media

COURSE NAME: BUSINESS & MAGAZINE JOURNALISM

- CO1: To understand the tools of business journalism and an overview of the economy
- CO2: To study the magazine sector and its specialization

COURSE NAME: ISSUES OF GLOBAL MEDIA

- CO1: Study the role of media in the 21st Century and the challenges facing traditional media
- CO2: Familiarize students about regional versus global media
- CO3: Highlight social media's relevance in information dissemination

COURSE NAME: NEWS MEDIA MANAGEMENT

- CO1: To make students aware about the responsibilities, structure and functioning of responsibilities of an Organisation
- CO2: Students will be able to analyse individual media businesses and understand the economic drivers of the media economy.
- CO3: Students will have developed hands-on experience as content marketers using

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journalistic and digital techniques.

CO4: Students will have gained a perspective on the evolution of media in the last 25 years and on key current trends.

COURSE NAME: BROADCAST JOURNALISM

CO1: To write in Broadcast style confirming to the ethical and practical principals that guide it

CO2: To learn the skills and techniques to investigate for new stories.

COMMON PAPERS FOR ADVERTISING & JOURNALISM

COURSE NAME: CONTEMPORARY ISSUES

CO1: To understand and analyses some of the present day environmental, political, economic and social concerns and issues.

COURSE NAME: DIGITAL MEDIA

CO1: Understand digital marketing platform

CO2: Understand the key goals and stages of digital campaigns

CO3: Learn to develop digital marketing plans

