



VIVEK COLLEGE OF COMMERCE

BMM **(MASS MEDIA)**

PROGRAMME OUTCOME
PROGRAMME SPECIFIC OUTCOME
COURSE OUTCOME



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BMM PROGRAMME OUTCOME:

University of Mumbai introduced from the academic year 2000-2001. It has been designed to provide students with knowledge in communication skills, critical thinking and creativity, writing skills, oral presentation skills and a mastery of various mass communications media in our global information age. To cater to the growing demand of the job market related to advertising, journalism, T.V, radio, film, newspaper, magazine, Industry etc.



BMM PROGRAMME SPECIFIC OUTCOME

PSO1: BMM 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 BMM.

PSO2: Acquiring knowledge across fields (arts/science/commerce) is made possible thanks to BMM. For example, economics, an inherently commerce subject is taught in BMM 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 BMM 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 BMM 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.



COURSE OUTCOME

FYBMM – SEMESTER I

COURSE NAME - EFFECTIVE COMMUNICATION SKILLS –I

After completing the course, the learner will be able to:

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 - FUNDAMENTALS OF MASS COMMUNICATION

After completing the course, the learner will be able to:

CO1: To introduce students to the history, evolution and the development of Mass Communication in the world with special reference to India.

CO2: To study the evolution of Mass Media as an important social institution.

CO3: To understand the development of Mass Communication models.

CO4: To develop a critical understanding of Mass Media.

CO5: To understand the concept of New Media and Media Convergence and its implications.

COURSE NAME - INTRODUCTION TO COMPUTERS

After completing the course, the learner will be able to:

CO1: To equip the students with a general understanding of computer basics for everyday use.

CO2: To train them to use this understanding to supplement their presentation skills.

CO3: To equip the student with basic knowledge of use of technology in Media Industry.

COURSE NAME - INTRODUCTION TO ECONOMICS

After completing the course, the learner will be able to:

CO1: The aim of this paper is to introduce the basic concepts of Micro & Macro Economics to First Year BMM students.

CO2: Coupled with this, a basic understanding of the Indian economy is crucial for media students.



CO3: This will sensitize them on economic issues relevant to India, Considering the augmenting importance of the media in highlighting and debating such concerns, a brief overview is essential.

COURSE NAME - INTRODUCTION TO SOCIOLOGY

After completing the course, the learner will be able to:

CO1: To acquaint the students with the basic foundations of Sociology.

CO2: To establish the relationship between Sociology and Mass Media.

CO3: To discuss Mass Media from a sociological perspective.

CO4: To highlight the need and relevance of Sociology in Mass Media.

COURSE NAME - LANDMARKS TO 20TH CENTURY WORLD HISTORY

After completing the course, the learner will be able to:

CO1: The aim of the following revised history paper for sem 1 is to acquaint the student with global happenings which have made historical milestones, changing power equations.

CO2: Help the student understand the role of media in these events. The syllabus spans from global events, history of Africa in modern times, refugee problems, humanitarian work, human rights violation, Asian perspective and of course, India.

CO3: Care has been taken not to overlap some topics which are scheduled in other papers like Politics and Introduction to Journalism.

FYBMM – SEMESTER II

COURSE NAME - EFFECTIVE COMMUNICATION SKILLS – II

After completing the course, the learner will be able to:

CO1: To advance the communication and translation skills acquired in the first semester.

COURSE NAME - INTRODUCTION TO MEDIA PSYCHOLOGY

After completing the course, the learner will be able to:

CO1: To impart knowledge of the basic concepts and modern trends in psychology.

CO2: To provide an interdisciplinary study of concepts in the field of media, communication and psychology.

CO3: To expose students to a multicultural understanding, use, influence and impact of media.



CO4. To prepare students for a future filled with opportunities in the field of media and communication.

COURSE NAME - POLITICAL CONCEPTS AND THE INDIAN POLITICAL SYSTEM

After completing the course, the learner will be able to:

CO1: To acquaint the students with fundamental political concepts essential for understanding political systems and theories.

CO2: To orient the students to the Indian Constitution and the functioning of the Indian political system.

CO3: To provide the students with a strong base in the 'Indian Political System' and to expose them to its dynamics and complexities.

CO4: To establish a link between Politics and Media.

COURSE NAME - PRINCIPLES OF MANAGEMENT

After completing the course, the learner will be able to:

CO1: To acquaint the students with the basic concept of management, terminology and its usage.

COURSE NAME - PRINCIPLES OF MARKETING

After completing the course, the learner will be able to:

CO1: To prepare students to succeed in business.

CO2: To make them understand the customer, his needs and his psychology.

CO3: To encourage healthy competition.

COURSE NAME - INTRODUCTION TO LITERATURE

After completing the course, the learner will be able to:

CO1: To give exposure to media students to various forms of Literature.

CO2: To make them understand how literature reflects contemporary period.

CO3: To identify relation between Literature and Media.

SYBMM – SEMESTER III



COURSE NAME - MEDIA STUDIES

After completing the course, the learner will be able to:

CO1: To improve the skills of students.

CO2: To improve literacy skills and abilities in other subjects.

COURSE NAME - INTRODUCTION TO ADVANCE COMPUTERS

After completing the course, the learner will be able to:

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

After completing the course, the learner will be able to:

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

After completing the course, the learner will be able to:

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

After completing the course, the learner will be able to:

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

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

After completing the course, the learner will be able to:

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

After completing the course, the learner will be able to:

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

After completing the course, the learner will be able to:

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

After completing the course, the learner will be able to:

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

COURSE NAME - ORGANIZATIONAL BEHAVIOUR

After completing the course, the learner will be able to:

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

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

CO3: To foster management skills among students.

COURSE NAME - RADIO & TV

After completing the course, the learner will be able to:

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

After completing the course, the learner will be able to:

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.

TYBMM – SEMESTER V (ADVERTISING)



COURSE NAME - MEDIA PLANNING AND BUYING

After completing the course, the learner will be able to:

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

After completing the course, the learner will be able to:

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

After completing the course, the learner will be able to:

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

After completing the course, the learner will be able to:

CO1: To understand role of marketing in influencing consumer behavior.

CO2: To analyze the role of marketer& the consumer in advertising.

CO3: To sensitize the students to the changing trends in consumer behavior.

COURSE NAME - COPYWRITING

After completing the course, the learner will be able to:

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

After completing the course, the learner will be able to:

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

After completing the course, the learner will be able to:

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 responsible journalism.

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

COURSE NAME - FEATURES AND OPINION

After completing the course, the learner will be able to:

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

After completing the course, the learner will be able to:

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 analyze the impact of the media and public opinion on socio political issue.

COURSE NAME - INDIAN REGIONAL JOURNALISM

After completing the course, the learner will be able to:

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

After completing the course, the learner will be able to:

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

After completing the course, the learner will be able to:

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

After completing the course, the learner will be able to:

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

After completing the course, the learner will be able to:

CO1: To understand the concept and importance of Direct Marketing.

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

COURSE NAME - AGENCY MANAGEMENT

After completing the course, the learner will be able to:

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

After completing the course, the learner will be able to:

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

After completing the course, the learner will be able to:

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.

- a. The socio – economic criticisms
- b. Why Advertising needs to be socially responsible?
- c. The need for Critiques in Advertising.

CO5: The syllabus has been redesigned to include advertising in both traditional & New Media.

TYBMM – SEMESTER VI (ADVERTISING & JOURNALISM)

COURSE NAME - CONTEMPORARY ISSUES

After completing the course, the learner will be able to:

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

COURSE NAME - DIGITAL MEDIA

After completing the course, the learner will be able to:

CO1: Understand digital marketing platform.

CO2: Understand the key goals and stages of digital campaigns.

CO3: Learn to develop digital marketing plans.

TYBMM – SEMESTER VI (JOURNALISM)

COURSE NAME - PRESS LAWS AND ETHICS

After completing the course, the learner will be able to:

CO1: To study media laws.

CO2: To understand media.

COURSE NAME - BUSINESS & MAGAZINE JOURNALISM

After completing the course, the learner will be able to:

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

After completing the course, the learner will be able to:

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

After completing the course, the learner will be able to:

CO1: To make students aware about the responsibilities, structure and functioning of responsibilities of an Organisation.

CO2: Students will be able to analyze individual media businesses and understand the economic drivers of the media economy.

CO3: Students will have developed hands-on experience as content marketers using 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

After completing the course, the learner will be able to:

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.
