

ZSCT's Thakur Shyamnarayan Degree College

Learning Outcomes

Department of BAMMC

Sr. No.	Course	Course Outcome	Program Outcome
1	EFFECTIVE COMMUNICATION-I BAMMEC-1-101	To make the students aware of functional and operational use of language in media. 2. To equip or enhance students with structural and analytical reading, writing and thinking skills. 3. To introduce key concepts of communications.	<p>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.</p> <p>2. 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</p> <p>3. This program will equip the learners with professional skills essential for making career in Entertainment industry, Cinema, Television, OTT Platforms, social media platforms etc.</p> <p>4. Students would demonstrate the ability to apply rhetorical principles in a variety of creative, cinematic, organizational, professional and journalistic venues.</p> <p>5. Knowledge, skills, and values that prepare them for future careers in our interconnected society, whether in mass media or advanced study</p> <p>6. Learners would develop a global awareness of political, social and corporate issues influenced by communication sensitivity and skills.</p> <p>7. Learners will understand mass media as a system of interrelated forces, including historical foundations, technological advances, economic dynamics, regulatory constraints, and ethical concerns.</p> <p>8. 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</p> <p>9. Learners will be able to create and design emerging media products, including blogs, digital audio, digital video, social media, digital photography, and multimedia.</p> <p>10. They will be better equipped to grasp the complex relationship between communication/media theories and a diverse set of</p>
2	FOUNDATION COURSE –I BAMMFC-101	To introduce students to the overview of the Indian Society. 2. To help them understand the constitution of India. 3. To acquaint them with the socio-political problems of India.	
3	VISUAL COMMUNICATION BAMMVC 103	To provide students with tools that would help them visualize and communicate. 2. Understanding Visual communication as part of Mass Communication 3. To acquire basic knowledge to be able to carry out a project in the field of visual communication 4. To acquire basic knowledge in theories and languages of Visual Communication 5. The ability to understand and analyze visual communication from a critical perspective	
4	FUNDAMENTALS OF MASS COMMUNICATION BAMMFC 104	To introduce students to the history, evolution and the development of Mass Communication in the world with special reference to India.	

		<ul style="list-style-type: none"> • To study the evolution of Mass Media as an important social institution. • To understand the development of Mass Communication models. • To develop a critical understanding of Mass Media. • To understand the concept of New Media and Media Convergence and its implications. 	<p>individual, social, and professional practices.</p> <p>11. 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.</p> <p>12. Learners will comprehend the foundations, process, and practices of writing for and about the media, and demonstrate proficiency in writing across platforms.</p> <p>13. 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.</p>
5	CURRENT AFFAIRS BAMMCA 105	<p>To provide learners with overview on current developments in various fields.</p> <p>2. To generate interest among the learners about burning issues covered in the media</p> <p>3. To equip them with basic understanding of politics, economics, environment and technology so that students can grasp the relevance of related news.</p> <p>4. Twenty minutes of newspaper reading and discussion is mandatory in every lecture</p>	
7.	Effective communication – II BAMMEC-201	<p>To make the students aware of use of language in media and organization.</p> <p>2. To equip or enhance students with structural and analytical reading, writing and thinking skills.</p> <p>3. To introduce key concepts of communications.</p>	
8	Foundation course –II BAMMFC-202	<p>1. To introduce students to the overview of the Indian Society.</p> <p>1. To help them understand the constitution of India.</p> <p>2. To acquaint them with the socio-political problems of India.</p>	
9	Content Writing BAMMCW-203	To provide students with tools that would help	

		<p>them communicate effectively.</p> <p>2. Understanding crisp writing as part of Mass Communication</p> <p>3. The ability to draw the essence of situations and develop clarity of thought.</p>	
10	Introduction to Advertising BAMMID-204	<p>To provide the students with basic understanding of advertising, growth, importance and types.</p> <p>2. To understand an effective advertisement campaigns, tools, models etc.</p> <p>3. To comprehend the role of advertising , various departments, careers and creativity</p> <p>4. To provide students with various advertising trends, and future.</p>	
11	Introduction to Journalism BAMMIJ-205	To help media students to acquaint themselves with an influential medium of journalism that holds the key to opinion formation & to create awareness.	
12	Media, Gender & Culture BAMMMGC-206	<ul style="list-style-type: none"> • To discuss the significance of culture and the media industry. • To understand the association between the media, gender and culture in the society. • To stress on the changing perspectives of media, gender and culture in the globalised era. 	
13	Electronic Media-01 BAMMC EM-3011	To make the students acquainted with working of the 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 fields.	1. The program considers media industries and their relationship to culture and society, & the understanding of how communication works. The program emphasizes the development of critical thinking, professional writing skills and effective oral communication.
14	Corporate Communication and Public Relations BAMMC CCPR-302	1. To provide the students with basic understanding of the concepts of corporate communication and public relations.	2. 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.

		<p>2. To introduce the various elements of corporate communication and consider their roles in managing media organizations.</p> <p>3. To examine how various elements of corporate communication must be coordinated to communicate effectively in today's competitive world.</p> <p>4. To develop critical understanding of the different practices associated with corporate communication with the latest trends and social media tools.</p>	<p>3. This program will equip the learners with professional skills essential for making career in Entertainment industry, Cinema, Television, OTT Platforms, social media platforms etc.</p> <p>4. Students would demonstrate the ability to apply rhetorical principles in a variety of creative, cinematic, organizational, professional and journalistic venues.</p> <p>5. Knowledge, skills, and values that prepare them for future careers in our interconnected society, whether in mass media or advanced study.</p> <p>6. Learners would develop a global awareness of political, social and corporate issues influenced by communication sensitivity and skills.</p>
15	Media Studies BAMMC MS-303	<p>1. To provide an understanding of media theories</p> <p>2. To understand the relationship of media with culture and society</p> <p>3. To understand Media Studies in the context of trends in Global Media</p>	<p>7. Learners will understand mass media as a system of interrelated forces, including historical foundations, technological advances, economic dynamics, regulatory constraints, and ethical concerns.</p> <p>8. 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</p>
16	Introduction To Photography BAMMC IP-304	<p>1. To introduce to media learner the ability of image into effective communication.</p> <p>2. To help the learner understand that media photography is a language of visual communication and is far beyond just point and shoot fun moments.</p> <p>3. To practice how picture speaks thousand words by enlightening the learner on how.</p> <p>4. To develop the base of visualisation among learners in using pictures in practical</p> <p>5. Project: To help learner work on given theme or the subject into making a relevant picture or photo feature.</p>	<p>9. Learners will be able to create and design emerging media products, including blogs, digital audio, digital video, social media, digital photography, and multimedia.</p> <p>10. They will be better equipped to grasp the complex relationship between communication / media theories & a diverse set of individual, social, and professional practices.</p> <p>11. Learners will understand the underlying philosophical assumptions of, and be able to apply, communication research methods to address a range of media texts & audiences, production and technological practices, and relevant social issues.</p>
17	Film Communication-I BAMMC FCO-305	<p>1. To inculcate liking and understanding of good cinema.</p> <p>2. To make students aware with a brief history of movies; the major cinema movements.</p> <p>3. Understanding the power of visuals and sound and the ability to make use of them in effective communication.</p> <p>4. Insight into film techniques and aesthetics</p>	<p>12. Learners will comprehend the foundations, process, & practices of writing for and about the media, and demonstrate proficiency in writing across platforms.</p> <p>13. 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.</p> <p>14. Learners will acquire the knowledge and skills required to pursue a career in the specialization of their choice.</p>

18	Computers Multimedia -01 BAMMC CMM-306	<ol style="list-style-type: none"> 1. To help learners make media industry ready. This will help learners to be aware of the minimum requirement of the software when stepping out in the industry. 2. To introduce the media software's to make the learners understand what goes behind the scene and help them choose their stream. 3. To prepare learners skilled enough for independency during project in TY Sem VI. 4. To help learners work on small scale projects during the academic period. 	
19	Electronic Media-II BAMMC EM-401	To make the students acquainted with working of the 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 fields.	<ol style="list-style-type: none"> 1. The learner is learning Photography in Semester-III as well as Project papers in Sem-VI. Photoshop training shall make learner self-sufficient as well as employable in industry. 2. The learner is learning Film Communication in Sem-III. The knowledge of video editing shall help student to create short films & participate in competitions. Also learner can create his portfolio. 3. Dreamweaver is web designing software. Training in this can help learner to run his website and upload his work in photography and videography. 4. The learner is learning Radio and Television Production in Sem-IV. The audio is inevitable part and effective sound is the sole of audio and audio-video production. The training in sound processing shall help learner to use professional sound in his projects of Radio and Television as well as Film Communication.
20	Writing and Editing for Media BAMMC WEM-402	<ol style="list-style-type: none"> 1. Provide the ability to understand writing styles that fit various media platforms. 2. It would help the learner acquire information gathering skills and techniques. 3. On completion of this course, students will be able to understand similarities and differences in writing for all forms of media including internet and digital. 4. The learner will gather knowledge of different news and copy formats along with appropriate style-sheets and layout. 5. The learner will imbibe the importance of writing clearly, precisely and accurately for different types of audiences 6. Provide acquire basic proficiency in proof-reading and editing. 	
21	Media Laws and Ethics BAMMC MLE-403	<ol style="list-style-type: none"> 1. To provide the learners with an understanding of laws those impact the media. 2. To sensitize them towards social and ethical responsibility of media. 	

22	Mass Media Research BAMMC MMR-404	<ol style="list-style-type: none"> 1. To introduce students to debates in Research approaches & equip them with tools to carry on research 2. To understand the scope and techniques of media research, their utility and limitations 	
23	Film Communication II BAMMC FCO-405	<ol style="list-style-type: none"> 1. Awareness of cinema of different regions. 2. Understand the contribution of cinema in society. 3. How to make technically & grammatically good films. 4. From making to marketing of films. 5. Economic aspects of film. 6. Careers in films. 	
24	Computer Multimedia II BAMMC CMM-406	<ol style="list-style-type: none"> 1. To help learner be media industry ready. This will help learners to be aware of the minimum requirement of the software when stepping in the industry. 2. To introduce the media soft wares to make the learner understand what goes behind the scene and help them choose their stream. 3. To prepare learner skilled enough for independency during project papers in TY sem.VI. 4. To help learners work on small scale projects during the academic period. 	
25	Copywriting BAMMC DRGA-501	<ol style="list-style-type: none"> 1. To familiarize the students with the concept of copywriting as selling through writing 2. To learn the process of creating original, strategic, compelling copy for various mediums 3. To train students to generate, develop and express ideas effectively. 4. To learn the 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. 5. In an ad agency, as a copywriter, one cannot 	

		<p>“Just be creative and express self” – here one is in a ‘creative professional’, and have to be able to use the power of creativity for a commercial/business reason – as someone is paying you to get a problem solved, using your creativity.</p> <p>6. There are two basic disciplines through which we make our communication - verbal/written and visual, and both need different skills-sets to master them. The structure of the syllabus is designed to hone the necessary skills required for these two diverse disciplines.</p>	
26	<p>Advertising & Marketing Research BAMMC DRGA-502</p>	<ol style="list-style-type: none"> 1. The course is designed to inculcate the analytical abilities and research skills among the students. 2.To understand research methodologies Qualitative Vs Quantitative 3. To discuss the foundations of Research & audience analysis that is imperative to successful advertising. 4.To understand the scope and techniques of Advertising & Marketing research, and their utility 	
27	<p>Brand Building BAMMC EABB 1502</p>	<ol style="list-style-type: none"> 1. To understand the awareness and growing importance of Brand Building. 2. To know how to build, sustain and grow brands 3. To know the various new way of building brands 4. To know about the global perspective of brand building 	
28	<p>Agency Management BAMMC EAAM 1503</p>	<ol style="list-style-type: none"> 1. To acquaint the students with concepts, techniques and give experience in the application of concepts for developing an effective advertising campaign. 2. How an ad agency works & what opportunities exist 3. To familiarize students with the different aspects of running an ad agency 4. To inculcate competencies thereby enabling to 	

		undertake professional work with advertising industry.	
29	Direct Marketing & E-Commerce BAMMC EADM 1506	<ol style="list-style-type: none"> 1. To understand the awareness and growing importance of Direct Marketing 2. The objective is to use various direct marketing techniques (traditional and modern) for reaching to ultimate customers and build up customer loyalty and database management 3. To understand increasing significance of E-Commerce and its applications in business and various sectors. 4. To provide an insight on Direct Marketing activities on various Social Media platforms through E-commerce and its emerging significance in bus 	
30	Consumer Behaviour BAMMC EACB 1507	<ol style="list-style-type: none"> 1. To understand the sociological & psychological perspective of consumer behaviour 2. To introduce students to the complexities of consumer behaviour, its importance in marketing & advertising 3. To sensitize students to the changing trends in consumer behaviour. 	
31	DIGITAL MEDIA BAMMC DRGA-601	<ol style="list-style-type: none"> 1. Understand digital marketing platform 2. Understand the key goals and stages of digital campaigns 3. Understand the of use key digital marketing tools 4. Learn to develop digital marketing plans 	
32	ADVERTISING DESIGN BAMMC DRGA-602	<ol style="list-style-type: none"> 1. Learner shall understand the process of planning & production of the advertisement. 2. To highlight the importance of visual language as effective way of communication. 3. To provide practical training in the field of advertising & make learner industry ready. 	
33	ADVERTISING IN CONTEMPORARY	To understand the environment of Advertising in Contemporary Society	

	SOCIETY BAMMC EAAC 2601	<p>2. To understand Liberalization and its impact on the economy and other areas of Indian society</p> <p>3. To compare and analyse the advertising environment of different countries</p>	
34	BRAND MANAGEMENT BAMMC EABM 2602	<p>To understand the awareness and growing importance of brand management.</p> <p>2. To know how to build, sustain and grow brands</p> <p>3. To know the various sources of brand equity.</p> <p>4. To know about the global perspective of brand management</p>	
35	MEDIA PLANNING & BUYING BAMMC EAMP 2603	<p>To develop knowledge of major media characteristics</p> <p>2. To understand procedures, requirements, and techniques of media planning and buying.</p> <p>3. To learn the various media mix and its implementation</p> <p>4. To understand budget allocation for a Media plan and fundamentals</p>	
36	ADVERTISING & SALES PROMOTION BAMMC EAAS 2604	<p>Students should be able to demonstrate a thorough understanding of the major sales promotion concepts,</p> <p>2. Use a framework to make effective sales promotion decisions, and</p> <p>3. Adopt the necessary skills and point of view of an effective sales promotion campaign</p>	

BA in Multimedia and Mass Communication (BAMMC)