



Dnyan Ganga Education Trust's

DEGREE COLLEGE OF ARTS, COMMERCE & SCIENCE

Opp Unnathi Greens, Near Haware Citi, Kasarvadavali, G.B. Road, Thane – (W) 400615

PROGRAMME OUTCOMES & COURSE OUTCOMES

**BACHELOR OF ARTS
(MASS, MEDIA & COMMUNICATION)**



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BACHELOR OF ARTS (MASS MEDIA & COMMUNICATION)

PROGRAMME OUTCOMES

After completion of the programme, students will be able to.....

PO1: The program demarks media industries and its communication responsibility towards society and culture. The program emphasizes the development of critical thinking, professional writing skills and effective oral communication.

PO2: The program prepares students for a wide variety of careers in business and industry, advertising, public relations and journalism, and also advanced research studies.

PO3: This program equips the learners with creative, cinematic, organizational, professional and journalistic skills for making career in Entertainment industry, Cinema, Television, OTT Platforms, social media platforms etc

PO4: The Program will make students understand mass media as a system of interrelated forces, including historical foundations, technological advances, economic dynamics, regulatory constraints(law), and ethical concerns.

COURSE OUTCOMES

F.Y.B.A.M.M.C Semester - I

1. Effective communication –I

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

CO2: To introduce the students to basics of journalism and its role in society.

CO3: To introduce students to the basics of print, broadcasting and interactive media.

CO4: To understand the concept of New Media and Media Convergence and its implications.

2. 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 introduce the students to basics of journalism and its role in society,

CO3 : To introduce students to the basics of print, broadcasting and interactive media,

CO4 : To understand the concept of New Media and Media Convergence and its implications.





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3. Foundation course –I

CO1: Students will be aware the religious, caste and stratification of the society which they are part.

CO2: Students will be given a good clarity on various disparities and stratification of the Indian society on the basis on various aspects such as role of women and the challenges faced by the differently-abled along with their upliftment and initiative taken by the Indian government.

CO3: Students will understand Indian communalism, system of casteism on various grounds of Indian values and views.

CO4: Students will be made aware of the Indian Constitution and the Civil Rights along Fundamental duties.

CO5: Indian political system covering all aspect along with political rights of women and their involvement in same.

4. Visual Communication –I

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

5. 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

6. History of Media

CO 1: Learner will be able to understand Media history of Indian Language newspaper through key events in the cultural history

CO 2: To enable the learner to understand the major developments in media history and objectives of different enactments

CO 3: To understand the values that shaped and continue to influence Indian mass media particularly short films, documentaries etc.





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CO 4: Learners will develop the ability to think and analyse about the media particularly broadcasting television.

CO 5: To sharpen the reading, writing, speaking and listening skills that will help the students to understand different personalities contribution in the development of Media

F.Y.B.AMMC Semester – II

1. Effective Communication Skills - II

CO1: Students will learn to be aware of functional and operational use of language in media.

CO2: Students will equip or enhance structural and analytical reading, writing and thinking skills.

CO3: Students will also be introduced to key concepts of communications

CO4: To advance the communication and translation skills acquired in the first semester

2. 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.

3. 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.

4. Introduction to Advertising

CO1: Advertising as a new concept to beset impact along with various models of Advertising.

CO2: The media exposé which students with clear idea of IMC.

CO3: Creativity in advertising for influencing the various elements of advertising.

CO4: Advertising sector with agency roles in building healthy advertising trends with changing era.

5. 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.

CO2 : To make them understand the news and its process





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CO3 : To make them aware of what makes a great journalist.

CO4 : To make them aware of various careers in journalism

6. Media, Gender & Culture

CO1: Students will learn to demonstrate the practicality of cultural studies theory to new situations and practices relevant to everyday life experience

CO2: Students will be introduced to a historical overview of the cultural studies approach, with a special emphasis on the relevance of this approach to understanding media and popular culture.

CO3: The paper will also help student to equip the ability to understand and articulate themselves as cultural beings through their knowledge of key concepts and approaches in the subject.

CO4: They will also understand how to use interdisciplinary critical perspectives to examine the diverse meanings of cultural objects and processes.

S.Y.B.A.M.M.C Semester - III

1. Theatre and Mass Communication-I

CO1. Individual and team understanding on theatrical Arts.

CO2. Taking ownership of space, time, story-telling, characterization and kinesthetic.

CO3. Shaping young students' minds through expression of their perception, creating awareness of their role and place in society, their responsibilities and possibilities.

CO4. Making them understand the characters in the story and helping them with the ways to perform them.

2. Corporate Communication and Public Relations

CO1: To provide the students with basic understanding of the concepts of corporate communication and public relations.

CO2: To introduce the various elements of corporate communication and consider their roles in managing media organizations.

CO3: To examine how various elements of corporate communication must be coordinated to communicate effectively in today's competitive world.

CO4: To develop critical understanding of the different practices associated with corporate communication with the latest trends and social media tools.





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CO6. Careers in films

5. COMPUTER MULTIMEDIA -II.

CO1: To help learner to be have advance knowledge about the media industry. This will help learners to be aware of advance software are required and are available when stepping out in the industry.

CO2: To introduce new media software which will help learners to understand what goes behind the scene and help them choose their stream.

CO3: To prepare learners skilled enough for independence during project papers in TY.

CO4: To help learners work on small scale projects during the academic period.

6.THEATER AND MASS COMMUNICATION -II

CO1. Direction and the works, developing an eye for details

CO2. Deeper understanding of theatre and how it has evolved to create human connections

CO3. Understanding the role theatre plays as a medium of mass communication in the development of society. **CO4.** Marketing and Event management techniques.

T.Y.B.A.M.M.C Semester - V

1. Copywriting

CO1: To enable Learners to understand Concept, basis, attributes, Principles of copywriting

CO 2: Learners will develop the ability to think and analyse about the concept of creativity creative thinking

CO3: Learners will develop the ability to think and analyse about the concept Idea, Idea generation techniques and theories

CO4: Learners will develop the ability to think and analyse about the concept of Trans creativity and Mistakes In transcreation

CO 5: To sharpen the reading, writing, speaking and listening Briefs Marketing Brief or Marketing, Communications Brief, the Creative brief, the objectives

CO 6: To sharpen the reading, writing, speaking and listening Writing persuasive copy

CO 7: To enable Learners to understand Writing copy for various Media Elements of Print advertisement

CO 8: To enable Learners to understand Writing copy for various audiences





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CO 9: To enable Learners to understand How to write copy for: Direct Mailer Classified. Press Release B2B Advertorial

CO 10: To enable Learners to understand Various types of Advertising appeals and execution styles Advertising appeals Rational appeals Emotional appeals Fear Appeals in advertising Humour in advertising Use of Humour Ad Execution Techniques

CO 11: To enable Learners to understand the techniques evaluation of an Ad Campaign

2. Advertising & Marketing Research

CO1: The subject provides the tools that can be best utilised in advertising and marketing research and connect to the professional world through research concepts and techniques. The course will also help to acquire knowledge on basic research studies and helps to make a research report.

3. Brand Building

CO1: Students understand the concept of brand and get aware of current examples of Indian brands.

CO2: Students acquired knowledge of process of brands, brand positioning and brand personality.

CO3: Students get aware of the importance of branding to consumers and advertisers.

CO4: Students understand the concept of Brand Equity and Brand equity management models.

4. Consumer Behaviour

CO1: The basic objective of this course is to develop an understanding about the consumer decision making process and its applications in marketing function of firms

CO2: This course is meant to equip undergraduate students with basic knowledge about issues and dimensions of Consumer Behaviour. Students are expected to develop the skill of understanding and analysing consumer information and using it to create consumer- oriented marketing strategies.

5. Social Media Marketing

CO1: Students will come to know developments through key events in the digitized World. It also carries detailed information for making students understand the History and role of professionals in shaping communications and news through Social Media Marketing. Also, it gives knowledge to students about the values that shape media and continues to influence the Indian Mass Media.





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6. Direct Marketing & E-Commerce

- CO1. To understand the awareness and growing importance of Direct Marketing
- CO2. 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
- CO3. To understand the increasing significance of E-Commerce and its applications in business and various sectors.
- CO4. To provide an insight on Direct Marketing activities on various Social Media platforms through E-commerce and its emerging significance in business.

T.Y.BAMMC – VI

1. DIGITAL MEDIA

- CO1 : Understand digital marketing platform
- CO2: Understand the key goals and stages of digital campaigns
- CO3: Understand the use of key digital marketing tools
- CO4: Learn to develop digital marketing plans

2. ADVERTISING DESIGN

- CO1: Learner shall understand the process of planning & production of the Advertisement.
- CO2: To highlight the importance of visual language as effective way of communication.
- CO3. To provide practical training in the field of advertising & make them industry ready.
- CO4: To help them with scrap book and sketch book and as well as their creative brief for VIVA VOCE

3. ADVERTISING IN CONTEMPORARY SOCIETY

- CO1: Post independence changes in advertising policy.
- CO2: Liberalisation in economy business and life of society with advertising.
- CO3: Foreign analysis of advertising in marketing & Advertising in India.
- CO4: social marketing in developing the societal benefits in Indian culture in advertising.
- CO5: The negative impact of advertising in criticism on various people on basis of controversy on old age, kids, women etc.
- CO6: various new aspects of advertising like political, B2B, Retail, Financial etc with a changing needs of business system in country.





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CO7: A new era of Digitalization for with new invention of internet in India and changing for advertising on shift to mobile generation.

4. BRAND MANAGEMENT

CO1: Students can acquire awareness about growing importance of Brand and Brand Management

CO2: how to build, sustain and grow their own brand.

CO3: The course also provides a deep understanding of various sources of brand equity and knowledge about global perspective of brand management.

5. MEDIA PLANNING AND BUYING

CO1: To develop knowledge of major media characteristics

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 and fundamentals

6. ADVERTISING AND SALES PROMOTION

CO1: Students should be able to demonstrate a thorough understanding of the major sales promotion concepts,

CO2. Use a framework to make effective sales promotion decisions

CO3. Adopt the necessary skills and point of view of an effective sales promotion campaign



Banhee

I/C PRINCIPAL

I/C Principal
Dnyan Ganga Education Trust's Degree College
Kasarvadavali, G. B. Road, Thane (W)