



Malad Kandivli Education Society's

NAGINDAS KHANDWALA COLLEGE (Autonomous)

Reaccredited by NAAC with 'A' Grade (3rd Cycle) | ISO 9001:2015 Certified

PROGRAMME NAME: BA(MMC)BA Multi Media Mass Communication

PROGRAMME CODE: UBAMMC

PROGRAM OUTCOME-

- Learners will acquire a competency in critical thinking skills, effective oral and written communication and technological know-how.
- Regular industry and alumni interface will prepare learners to varied life experiences and career choices.
- Graduates of the program will be lifelong learners empowered to respond responsibly and ethically to global industry demands and work alongside diversity.
- Learners will apply their class room understanding in internships and extra-curricular activities to critically evaluate their readiness for the industry.
- Learners will create, participate and lead service-learning projects that benefit the community at large which will enhance the learners' civic engagement, organizational skills and industry worthiness.
- Learners will develop an understanding and respect for copy right laws and intellectual property rights.

Programme Specific Outcomes for BAMMC: Journalism

- Learners demonstrate an in-depth knowledge of key journalistic concepts. Learners learn to differentiate between fake news and the real.
- Learners acquire the skill to create and design mass media products such as news stories, press releases, blogs and digital audio-video.
- Learners are equipped in traditional media such as reporting and broadcast journalism as well as in emerging media opportunities such as citizen and photo journalism to present unbiased commentary sensitive to human rights, gender and thought diversities.
- Learners appreciate originality and understand the consequences of plagiarism.
- Learners are equipped to acquire jobs in Public Relations, Content writing and Reporting, Self-Employment.
- Learners demonstrate readiness for post graduate programmes.

Programme Specific Outcomes for BAMMC: Advertising

- Learners demonstrate an in-depth knowledge of key advertising concepts.
- Learners acquire the skill to employ integrated marketing tools to suit diverse regional, national and world cultures.
- Learners are able to design advertising and marketing products on multimedia platforms.
- Learners are equipped to apply advertising standards of ethics while doing business.
- Learners demonstrate capability to acquire jobs in Digital Advertising Marketing, Client Servicing, Event Management, Self-Employment.
- Learners demonstrate readiness for post graduate programmes.

SEMESTER: I

COURSE NAME: --- EFFECTIVE COMMUNICATION SKILLS- 1

COURSE OUTCOME-

- Learners will improve listening, note taking, observational skills and become more knowledgeable about audience centred speaking.
- Learners will develop message generating and delivery skills.
- Learners will develop critical thinking and analytical skills

COURSE NAME: --- MASS COMMUNICATION

COURSE OUTCOME-

- After completion of the Mass Communication course, learners will know how to use mass media for communication and able to use new technologies.
- Learners should be able to analyse and discuss media message content, identify economic and cultural influences affecting mass media messages.
- Learners will understand media history and technology and their effects on existing messages.
- Develop an increased understanding and awareness of media influences on perceptions of multiculturalism and diversity.
- Learners will understand the evolving roles of social media messages on politics, behaviour, and culture.
- Learners will understand the effects of globalization and consolidation on the media.

COURSE NAME: --- LANDMARK EVENTS OF THE WORLD AND INDIA - A MASS MEDIA APPROACH

COURSE OUTCOME-

- Learners recognise the multi-faceted role media played in historical milestones and in changing power equations.
- Learners demonstrate a deeper appreciation of media tools in the making and recording of history and apply this knowledge in the understanding of current trends.
- Learners will apply an analytical approach to the causes and impact of historic events.

COURSE NAME: --- INTRODUCTION TO ECONOMICS

COURSE OUTCOME-

- After the successful completion of the course, learners should be able to have an understanding on the functioning of the government and its relation to Mass Media.
- After the successful completion of the course, learners should be able to determine feasible cost which are relevant in the advertising industry.
- Upon the successful completion, the study of economics should enable learners to address social and economic environments.

COURSE NAME: ---INTRODUCTION TO SOCIOLOGY

COURSE OUTCOME-

- After successful completion of the course the learners should be able to enhance his knowledge about society, social institutions, social stratification, social group, social change and social movement.
- After successful completion of the course the learners should be able to enhance his knowledge about analysing different types of society in Mumbai and in other regions also.

COURSE NAME: --- INTRODUCTION TO COMPUTERS

COURSE OUTCOME-

- After the successful completion of the course, learners should be able to use Office Suite and also to use Google Sheets and will be able to design basic images using desired software.

SEMESTER: II

COURSE NAME: --- EFFECTIVE COMMUNICATIONS SKILLS -II

COURSE OUTCOME-

- Learners will get competent in oral, written, and visual communication.
- Learners will get an understanding of opportunities in the field of media like Editing, Copywriting, Reporting and Translating.

COURSE NAME: --- POLITICAL CONCEPTS AND THE INDIAN POLITICAL SYSTEM

COURSE OUTCOME-

- Learners to appreciate the interdependency of politics and media and the need of a responsible press in a democracy.
- Learners will develop an understanding of current political trends
- Learners will demonstrate the capacity to apply a balanced approach to finding solutions to the political challenges of the day.

COURSE NAME: --- INTRODUCTION TO LITERATURE

COURSE OUTCOME-

- Studying literature and observing personal reactions to the literature will make learners more aware of his or her own values.
- The study of literature serves as a way to enrich the minds of learners and presents a way to improve the world not only through the beauty of its presence but through the ideas and tangible possibilities it possesses.
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COURSE NAME: --- PRINCIPLES OF MARKETING

COURSE OUTCOME-

- After the successful completion of the course, learners should be able to identify the impact of marketing on brands.
- After the successful completion of the course, learners should be able to provide a framework to evaluate marketing decisions and initiatives.

COURSE NAME -PRINCIPLES OF MANAGEMENT

COURSE OUTCOME-

- After the completion of this course, learners should develop a sound knowledge in the importance of collaborating with different teams.
- After the completion of this course, learners should also be abreast with the updated trends in Management which can facilitate learners to apply the core fundamentals concepts of management in the Media Industry.

COURSE NAME: - MEDIA PSYCHOLOGY

COURSE OUTCOME-

- After successful completion of the course the learners should be able to enhance his knowledge about branches of psychology, memory, personality theories, learning theories and social psychology of the media.
- After successful completion of the course the learners should be able to enhance the knowledge about opportunities in the field of media and communication.

SEMESTER: III

COURSE NAME: --- INTRODUCTION TO PUBLIC RELATIONS

COURSE OUTCOME-

- Learners acquire the importance of addressing the needs of all stakeholders in PR strategies.
- Learners will demonstrate the capacity to plan and execute PR promotional strategies for book launches, movie promotions etc.
- Learners will execute socially relevant PR drives in the city to promote civic consciousness.
- Learners identify an interesting and rewarding career opportunity on graduating.
- Is industry prepared for designing and leading PR campaigns both during normal times and during crisis

COURSE NAME: --- MEDIA STUDIES

COURSE OUTCOME-

- On successful completion of the course learners will understand the various Media Theories.
- Learners will understand how Media plays a role in shaping the way we think.
- Learners will understand the relevance of Global Information Infrastructure.
- Learners will get sensitized on various theories on cognitive learning. Racist ideologies will also be taught.
- On successful completion Learners will understand Magazine culture, Media power and political culture.
- Learners will be well versed with what is new media and its impact on our lives.
- Learners will also learn about contemporary media and Intellectual property rights.

COURSE NAME: --- UNDERSTANDING CINEMA

COURSE OUTCOME-

- The learners will learn to be critical viewers of movies today.
- The learners will encompass the knowledge from the ordinary factual documentary format to the most effective advertisements. Even corporate films to the most stereotype telecast of newsreels.
- Learners become better mass communicators utilizing cinema as medium.

COURSE NAME: --- INTRODUCTION TO CULTURAL STUDIES

COURSE OUTCOME-

- Learners demonstrate respect for cultural diversities and expressions.
- Learners appreciate the importance of glocalization in media expressions
- Learners are equipped to work in a diverse corporate culture both regionally and internationally

COURSE NAME: ---CREATIVE WRITING

COURSE OUTCOME-

- Learners will learn to use their writing to communicate with others effectively and to create meaningful interaction with their community.
- Learners will understand the value of developing creative writing skills and taking responsibility for their own learning in order to function most effectively as learners and workers.
- Learners will develop confidence with basic mechanics of writing so that learners can use them as tools to enhance communication skills.

COURSE NAME – ADVANCE COMPUTERS

COURSE OUTCOME-

- On successful completion of the course, learners will be able to design a basic website with multimedia objects embedded in it.
- On successful completion of the course, learners will be able to perform various operations on an audio or a video file.

SEMESTER: IV

COURSE NAME: ---PHOTOGRAPHY & PRINT PRODUCTION

COURSE OUTCOME-

- The learners shall acquire the art of seeing through the formal training in language of camera and shall be employable in industry as photojournalist.
- The learners shall make his career in cinematography or can find fortune in commercial photography required for advertising & packaging.
- Learners will understand a good visualization and help to see fine details that lead to developing narrative skills in content writing.

COURSE NAME :--- INTRODUCTION TO JOURNALISM

COURSE OUTCOME-

- Learners demonstrates an understanding of the history and role of professionals and institutions in shaping journalism.
- The learners inks and writes independently, creatively and ethically using the tools of journalism.

COURSE NAME:--- INTRODUCTION TO ADVERTISING

COURSE OUTCOME-

- Learners demonstrates an understanding of the history and role of professionals and institutions in shaping the advertising industry.
- Learners acquires an appreciation of different advertising methods and each of their relevance.
- Learners becomes skilled in applying different advertising tools in an ethical and effective manner.

COURSE NAME: --- TV & RADIO

COURSE OUTCOME-

- After completion of TV and Radio course, learners will learn how to communicate effectively by using various media; Learners will develop their creative voices for Radio and TV.
- Learners will acquire a theoretical, historical, conceptual and critical understanding of radio, television.
- Learners will learn how to create quality audio, video work using current and evolving technologies.

COURSE NAME: --- ORGANISATIONAL BEHAVIOUR

COURSE OUTCOME-

- Helps learners in finding the right mix of talents and working styles required for achievement of the task at hand.
- Useful for learners in understanding and designing the communication channels and leadership structures that can reinforce organizational culture.
- The subject will assist in fostering leadership, pro-activity and creative problem-solving techniques in learners

COURSE NAME: --- MASS MEDIA RESEARCH

COURSE OUTCOME-

- After the successful completion of the course, learners should be able to generalise statements and verify facts which helps to generate new facts and opinion which is relevant in advertising and journalism.
- After the successful completion of the course, learners should be able to use research in theoretical areas in order to attempt to describe the media, to analyse media effects on consumers, to understand audience behaviour.

SEMESTER: V

Journalism

COURSE NAME: ----DIGITAL MEDIA(ADVERTISING AND JOURNALISM)

COURSE OUTCOME-

- By the end of the semester learners will be equipped with all the ongoing terminologies of digital media.
- Learners will also be able to set the campaigns on different platforms including FB, Instagram, LinkedIn & Twitter.
- Learners will be able to talk to the industry people confidently.

COURSE NAME:--- JOURNALISM AND PUBLIC OPINION

COURSE OUTCOME-

- After successful completion of the course learners will be in a position to understand various Media theories and their application in shaping opinions.
- Learners will be able to analyses the impact of media on socio political issues.
- Learners will be able to assess the importance of Media vis a vis the public
- The various policies such as Nuclear policy, economic policy and Foreign Policy and their importance will be understood by the learners.
- After successful completion of the course learners will be able to understand how public opinion can translate into public participation with respect to international terrorism.
- Learners will get an understanding about the role of media in shaping public opinion during conflicts.
- The role of social media in mobilizing support for a particular cause will also be clearly understood by the learners.

COURSE NAME :--- INDIAN REGIONAL JOURNALISM

COURSE OUTCOME-

- By the end of the course learners would understand and appreciate the factors and individuals that influenced the course of regional media in India.

COURSE NAME:--- GLOBAL AND NEW MEDIA

COURSE OUTCOME-

- At the end of the course learners will get firm overview of the global media systems and the stranglehold of the global media conglomerates.
- Learners will also get an insight into the media profile and status of freedom of specific countries from across continents.

COURSE NAME: --- REPORTING

COURSE OUTCOME-

- Learners are skilled to conduct research and evaluate information using ethical standards in the business of journalism.
- Learners acquire the knowledge and application of tools that help surmount obstacles in investigative journalism.
- Learners think and write creatively and independently using the tools of accuracy, balance and clarity of reporting.
- Learners demonstrate the capacity to become the voice of the voiceless through citizen journalism

COURSE NAME:--- CROSS MEDIA WRITING & EDITING-1

COURSE OUTCOME-

- On successful completion of the course learners would hone the skill of writing with precision and clarity.
- Learners would specifically pick up the art of framing questions, headlines and captions.

SEMESTER: V

Advertising

COURSE NAME:--- BRAND BUILDING

COURSE OUTCOME-

- Learners will understand the awareness and growing importance of Brand Building.
- Learners will come to know how to build, sustain and grow brands.
- Learners will come to know the various new way of building brands.
- Learners will come to know about the global perspective of brand building.

COURSE NAME:--- ADVERTISING IN CONTEMPORARY SOCIETY

COURSE OUTCOME-

- Learners demonstrates sensitivity to gender and age factor while creating ad copies.
- Learners create advertising and social marketing campaigns independently.
- Learners appreciates the need for glocalization in an increasingly global world.

COURSE NAME:--- CONSUMER BEHAVIOUR

COURSE OUTCOME-

- After the successful completion of the course, learners should be able to gauge the fact that the ultimate market leader are the consumers and thus, the need to influence consumers through marketing adds value to marketers and consumers.
- After the successful completion of the course, learners should analyse that in the ever-changing market scenario.
- Learners should be able to understand the need for marketers to relate internal dynamics such as personality, perception, learning motivation and attitude to the choices consumers make which thus leads to changes in the market.

COURSE NAME: ---MEDIA PLANNING AND BUYING

COURSE OUTCOME-

- Learners will be having a complete understanding on how are the secondary sources used to plan media.

- Learners would have understood all the key media terminologies which can help them to do an interaction with the industry people
- Learners will also know how to read and make a basic media Plan by themselves.

COURSE NAME:--- COPYWRITING

COURSE OUTCOME-

- After completion of the course, the learners should be able to present his/her idea through words in a simple and cohesive manner.
- After completion of the course, the learners should be able to convey about the company, product, or service in a tonality that is best suited, using the right appeals without diluting the brand.

SEMESTER: VI

Journalism

COURSE NAME:--- CONTEMPORARY ISSUES (ADVERTISING AND JOURNALISM)

COURSE OUTCOME-

- Learners **appreciate** the importance of contemporary issues in the media industry.
- Learners applies this understanding in creating advertising copies.
- Learners demonstrate broad knowledge of current issues in reporting.
- Learners critically analyse the role played by communities in nurturing human rights using a collaborative approach.
- Learners adopt a fact finding and problem-solving method to modern day challenges and opportunities.

COURSE NAME: --- Newspaper and Magazine Making

COURSE OUTCOME-

- The learner shall understand the efforts and discipline that industry needs ,be industry ready as the journalism is team work.
- The learner shall be able to make his career into independent visualiser in a leading publication & be a part of design strategy.
- A formal knowledge of design shall take the learner to the position of Art Director in magazine design & layout.

COURSE NAME: --- PRESS LAWS AND ETHICS

COURSE OUTCOME-

- Learners develop a case study approach in understanding the legal environment in contemporary India with reference to the news media.
- Learners demonstrate the readiness to apply ethical practices in the news media industry

COURSE NAME: --- BROADCAST JOURNALISM

COURSE OUTCOME-

- On successful completion of the course the learners would have the skills and understanding required in the broadcast industry.

COURSE NAME: --- BUSINESS MAGAZINE JOURNALISM

COURSE OUTCOME-

- After successful completion the learners will be able to understand and get an overview of the financial systems in India.

- Learners will understand how the Banking sector operates. The use of Modern technology in Banking. Learners will understand how the Budget is prepared and its importance. The importance of subsidies will be understood.
- After successful completion learners will understand Environmental issues, global warming ozone depletion.
- Learners will be sensitized with civic issues.
- The learners will also get an understanding of how financial scams take place and the learning of the scams.
- Learners will understand how the world bank operates and other international banks such as Asian Development Bank.
- The stock exchange operations will also be taught to the learners.

COURSE NAME:--- NEWS MEDIA MANAGEMENT

COURSE OUTCOME-

- Will help learners in understanding the moral and social responsibility dimensions of corporate media governance.
- Will help learners in describing the corporate media governance and their functioning.

COURSE NAME:--- CROSS MEDIA WRITING & EDITING 2

COURSE OUTCOME-

- On successful completion of the course the learners would have the skill of developing story ideas into features.
- Learners would learn how to inject a flow in the language and structure of a story.

SEMESTER: VI

Advertising

COURSE NAME: --- ADVERTISING DESIGN

COURSE OUTCOME-

- The learners shall come out as visually enlightened individuals who are capable of presenting the ideas effectively through illustrations and able of handling effective communication designs.
- Learners shall find a career in industry as peripheral adviser in communication or can be a part of strategic team in an advertising agency.
- Learners shall develop the skill further and be an entrepreneur or a self-employed designer.

COURSE NAME: --- LEGAL ENVIRONMENT AND ADVERTISING ETHICS

COURSE OUTCOME-

- Learners get a better understanding and become conscious about the do's and don'ts of advertising.
- Learners get detailed idea about the intricacies in advertising.

COURSE NAME: --- FINANCIAL MANAGEMENT FOR MARKETING AND ADVERTISING

COURSE OUTCOME-

- After the successful completion of the course, learners develop an understanding of the need for financial planning through budgets and their benefits.
- After the successful completion of the course, learners learn to evaluate the financial implications of marketing decisions through simple analytical tools.

PROGRAMME NAME: BA(MMC)BA Multi Media Mass Communication

PROGRAMME CODE: UBAMMC

COURSE NAME: --- PRINCIPLES AND PRACTICES OF DIRECT MARKETING

COURSE OUTCOME-

- Learners will understand awareness and growing importance of Direct Marketing
- Learners will understand use of various direct marketing techniques (traditional and modern) for reaching to ultimate customers and build up customer loyalty and database management
- Learners will get an insight on Direct Marketing activities on various platforms and its emerging significance in business.

COURSE NAME: --- AGENCY MANAGEMENT

COURSE OUTCOME-

- Learners will be able to work within the different departments of Agencies as learners will have a basic knowledge of all the departments.

COURSE NAME -ADVERTISING AND MARKETING RESEARCH

COURSE OUTCOME-

- Upon learning the various techniques in advertising research, Learners should be able to develop their creative and research skills which should enable them to create better ads that are consumer and market specific.



PRINCIPAL.

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