



## **Nagindas Khandwala College (Autonomous)**

**Name of the Programme: Bachelor in Mass Media/ Bachelor in Multimedia and Mass Communication (BMM/BAMMC)**

**Programme Code: UABMMC**

**Academic Year: 2020-21**

### **PROGRAMME OBJECTIVES**

**PO-1.** Learners will be trained to understand the challenges and opportunities of the advertising industry and be equipped for careers in copywriting, direct marketing, public relations and client servicing.

**PO-2.** Learners will be trained to be well-versed about the challenges and opportunities in the field of reporting and journalism. Learners will be prepared for careers such as reporters, anchors, public relations executives, content writers, bloggers and influencers.

**PO-3.** Learners will be able to work independently as freelancers and job creators.

### **PROGRAMME OUTCOMES**

After the completion of the course, learners will be able to:

**PO-1.** To acquire a competency in critical thinking skills, effective oral and written communication and technological know-how including digital and media literacy and competencies.

**PO-2.** To apply the objectivity and critical thinking for communicating to masses through a variety of mediums such as Short Films, Documentary Films, PTC for Television, Advertising and PR Campaign, Event Management, News Paper Production for Print in curricular and extra-curricular activities real-life problems.

**PO-3.** To apply one's disciplinary knowledge and transferable skills to new/unfamiliar contexts and to identify and analyse problems and issues and seek solutions to real-life problems.

**PO-4.** To respond responsibly and ethically to global industry demands and work alongside diversity as responsible national and world citizens

**PO-5.** To create, participate and lead service-learning projects that benefit the community at large

**PO-6.** To demonstrate readiness for internships and PG Courses



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### **Programme Specific Outcomes for BAMMC: Journalism**

**PSO1** Learners demonstrate an in-depth knowledge of key journalistic concepts. They learn to differentiate between fake news and the real.

**PSO2** Learners acquire the skill to create and design mass media products such as news stories, press releases, blogs and digital audio-video.

**PSO3** 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 an unbiased commentary sensitive to human rights, gender and thought diversities.

**PSO4** Learners appreciate originality and understand the consequences of plagiarism.

**PSO5** Learners are equipped to acquire jobs in Public Relations, Content writing and Reporting, Self-Employment.

**PSO6** Learners demonstrate readiness for post graduate programmes

### **Programme Specific Outcomes for BAMMC: Advertising**

**PSO1** Learners demonstrate an in-depth knowledge of key advertising concepts.

**PSO2** Learners acquire the skill to employ integrated marketing tools to suit diverse regional, national and world cultures.

**PSO3** Learners are able to design advertising and marketing products on multimedia platforms

**PSO4** Learners are equipped to apply advertising standards of ethics while doing business

**PSO5** Learners demonstrate capability to acquire or create jobs in Digital Advertising Marketing, Client Servicing, Event Management, Self-Employment.

**PSO6** Learners demonstrate readiness for post graduate programmes



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### **FYBAMMC- Semester I**

#### **Ability Enhancement Compulsory Course Effective Communication Skills-I Course Code: 2011UMCEC**

#### **Course Objectives:**

- To understand the fundamental approaches to interpersonal, public, and organizational communication.
- To Analyse communication problems effectively, and propose potentially effective responses in interpersonal/intercultural, organizational, political or social context.
- To describe principles of effective audience-based strategies for public speaking and perform effective persuasive, informative speeches.

#### **Course Outcomes:**

**After the completion of the course, the learner will be able to:**

- CO 1: Understand the Process of Communication. (Understanding)
- CO2: Demonstrate a familiarity in Note taking, Letter - writing. (Understanding)
- CO3: Recognize the Process of Transition ((Understanding)
- CO4: Acquire skills of Public – Speaking and Anchoring. (Knowledge)
- CO5: Write messages to suit Target Audience (Apply)
- CO 6: Apply Translation skills (Apply)

#### **Core Course Mass Communication Course Code: 2012UMCMC**

#### **Course Objectives:**

- To Understand what mass communication is and understand basic factors affecting mass communication and mass media;
- To develop an understanding of the mutual impact of Mass media and society and this influence on media presentation and design.
- To improve the ability of analytical and critical thinking skills concerning the mass media and mass media messages;
- To develop skills to translate mass messages, developed through reading and writing assignments and class discussions.
- To appreciate the oratory skills of great communicators



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### Course Outcomes:

**After the completion of the course, the learner will be able to:**

CO1: Recognize New Mass Media Technologies (Understanding)

CO2: Identify effects of technology on existing messages (Understanding)

CO3: Identify economic and cultural influences affecting mass media messages. (Understanding)

CO4: Appreciate Multi-Culturalism and Diversity. (Understanding)

CO5: Analyze and discuss media message content with reference to Global Culture and needs of Women and Children. (Analyse)

### Core Course

### Landmark Events of the World and India - A Mass Media Approach

Course Code: 2013UMCLE

### Course Objectives:

- To introduce to the learner's major events that impacted the world they live in.
- To sensitise learners to human rights violations and the need to address human rights demands.
- To create an understanding of the role mass media played in recording events
- To appreciate the power of new media in fuelling movements

### Course Outcomes:

**After the completion of the course, the learner will be able to:**

CO1: Recognize the multi-faceted role media played in historical milestones and in changing power equations. (Understanding)

CO2: Demonstrate a deeper appreciation of media tools and role of photojournalists in the making and recording of history and apply this knowledge in the understanding of current trends. (Understanding)

CO3: Analyze the causes and impact of historical events and Human Rights Violations. (Analyze)

CO4: Evaluate important socio-environmental movements powered by people and understand its implications. (Analyze)

CO5: Apply a critical approach for designing solutions to Socio-Political and Environmental Issues (Apply)

CO6: Inculcate sound values from Modern Indian Leaders. (Synthesize).



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**Core Course  
Introduction to Economics  
Course Code: 2014UMCIE**

**Course Objectives:**

- To understand the basic concepts in Micro and Macro Economics.
- To understand the importance of Advertising Elasticity of Demand in the media world.
- To keep learners acquainted with the modern macro concepts and its effects in mass media

**Course Outcomes:**

**After the completion of the course, the learner will be able to:**

- CO1: Understand the basic concepts in Micro and Macro Economics. (Understanding)  
CO2: Recognize the functioning of the governments and its relation to Mass Media. (Understanding)  
CO3: Identify factors that contribute to social and economic environment (Understanding)  
CO4: Demonstrate the importance of Advertising Elasticity of Demand in the media world. (Understanding)  
CO5: Will be able to determine feasible cost which is relevant in the advertising industry. (Apply)  
CO6: Design Creative Solutions to Combat Inflation (Create)

**Core Course  
Introduction to Sociology  
Course Code: 2015UMCIS**

**Course Objectives:**

- To develop an in-depth understanding of basic foundations of sociology.
- To establish the relationship between sociology and mass media.
- To understand the theories given by different sociologist for improvement in society.

**Course Outcomes:**

**After the completion of the course, the learner will be able to:**

- CO 1: Understand the ability to see things socially and how they interact and influence each other. (Understanding)



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- CO2: Demonstrate a familiarity in establishing the link between culture and media. (Understanding)
- CO3: Recognize the agencies of Socialization and understand how to benefit from them (Understanding)
- CO4: To enhance his knowledge about society, social institutions, social stratification, social movements. (Knowledge)
- CO5: Interact and ascertain the impact of social change with reference to media and communication. (Apply)
- CO6: Craft messages after understanding the dynamics of social problems in India. (Apply)

### Discipline Specific Compulsory Course Introduction to Computers Course Code: 2016UMCIC

#### Course Objectives:

- To make student understand the importance of computer in the mass media industry.
- To make student understand Office Suite.
- To give basic knowledge for designing.

#### Course Outcomes:

**After the completion of the course, the learner will be able to:**

- CO 1: Understand Computer Fundamentals and operating of computers (Understanding)
- CO2: Familiarize operating systems, peripheral devices, networking, multimedia and internet (Understanding)
- CO3: Familiarize with Graphic Design, Vector and Raster Images (Understanding)
- CO4: Acquire skills of PPT Presentation, Image Editing, and Graphic Designing. (Knowledge)
- CO5: Can able to make Advertising, Posters, Pamphlets (Apply)
- CO6: Able to design logos (Apply)

### FYBAMMC- Semester II

#### Ability Enhancement Compulsory Course Effective Communication Skills-II Course Code: 2021UMCEC

#### Course Objectives:

- To understand fundamental approaches to interpersonal, public, and organizational communication.
- To analyse communication problems effectively, and propose potentially effective responses in interpersonal/intercultural, organizational, political or social context.
- To describe principles of effective audience-based strategies for public speaking and perform effective persuasive, informative speeches.



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**Course Outcomes:**

**After the completion of the course, the learner will be able to:**

- CO 1 Understand fundamental approaches to interpersonal, public, and organizational communication. (Understand)
- CO 2 Recognize opportunities in the field of media like Editing, Copywriting, Reporting and Translation (Understand)
- CO 3 Write business letters using the right format to suit requirements (Apply)
- CO 4 Identify key elements and summarise information logically and with clarity (Apply)
- CO 5 Interpret statistical data for conversion into report (Analyse)
- CO 6 Translate newspaper articles and create original jingles and taglines (Create)

**Core Course**  
**Political concepts and Indian political system**  
**Course Code: 2022UMCPC**

**Course Objectives:**

- To develop an understanding of different types of government and are able to contrast democracy with competing political systems.
- To acquire an appreciation of the interdependency of politics and media and the need of a responsible press in a democracy.
- To adopt a case study approach to fundamental rights and current trends that will skill the learner in current political trends.

**Course Outcomes:**

**After the completion of the course, the learner will be able to:**

- CO1: Comprehend different approaches to politics and governments (Understanding)
- CO2: Develop an understanding of current political trends, both regional and at the national level (Understanding)
- CO3: Appreciate the value of Fundamental Rights and Duties in the Indian Constitution and its applications through current examples (Understanding)
- CO4: Recognize the interdependency of politics and media with special reference to new media and the need of a responsible press in a democracy. (Understanding)
- CO5: Analyze the critical connection between media and public opinion (Analyze)
- CO6: Make a well-researched and balanced presentation on the political climate of the day. (Apply)



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**Core Course  
Introduction to Literature  
Course Code: 2023UMCIL**

**Course Objectives:**

- To intensely understand personal as well as experience self-discovery through the wide reading of literary texts.
- To develop in students the ability to express opinions with an open mind.
- To enlighten a person and to broaden one's horizons and perspectives.

**Course Outcomes:**

**After the completion of the course, the learner will be able to:**

CO1: Students will be able to understand the context of different Literary writings (Understanding)

CO2: Students will be able to enhance their writing skills with the help of high-level vocabulary used in Literary Texts (Apply)

CO3: Students will be able to analyze the structure and usage of language in context to linguistic, semantics and syntax (Analyze)

CO4: Students will be able to recognize the ability to critically review writings by different writers (Apply)

CO5: Students will be able to elevate the proficiency and competency in using the language to articulate their ideas in an explicit manner (Create)

**Core Course  
Principles of Marketing  
Course Code: 2024UMCPMK**

**Course Objectives:**

- To introduce learners with the marketing concepts and understand its importance.
- To understand the various environmental factors that affects the market.
- To acquaint learners with the modern trends in marketing.

**Course Outcomes:**

**After the completion of the course, the learner will be able to:**

CO1: Understanding the concepts of marketing. (Understanding)

CO2 Identify the impact of marketing on brands. (Understanding)

CO3: Apply the various theoretical concepts through case studies. (Apply)

CO4: Demonstrate Consumer Buying Behaviour (Apply)





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CO5: Develop marketing plan for products through assignments. (Create)

CO6: Evaluate marketing decisions and initiatives. (Evaluate)

### **Core Course Principles of Management Course Code: 2025UMCPMG**

#### **Course Objectives:**

- To understand the fundamental concepts in Management.
- To demonstrate the importance of working with teams.
- To understand the recent trends in modern international management.

#### **Course Outcomes:**

**After the completion of the course, the learner will be able to:**

CO1: Describe the theory of management and recognize managerial functions, manager's role in an organization (Understanding)

CO2: Describe the types of organizational structures managers can design and explain why they choose one structure over another (Understanding)

CO3: Appreciate the contributions of management gurus (Understanding)

CO4: Identify the traits, dimensions, and styles of effective leaders. (Understanding)

CO5: Demonstrate effective application of concepts, tools and techniques to practical situations for diagnosing and solving organisational problems. (Apply)

CO6: Demonstrate capability of making their own decisions in dynamic business landscape. (Apply)

### **Discipline Specific Compulsory Course Media Psychology Course Code: 2026UMCPSY**

#### **Course Objectives:**

- To develop a deeper concern of basic concepts and modern trends in psychology.
- To understand interdisciplinary study of concepts in the field of media, communication and psychology.

#### **Course Outcomes:**

**After the completion of the course, the learner will be able to:**

CO 1: Understanding the need of psychology in media and determining whether it's an uneasy relationship. (Understanding)



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CO2: Explain the concepts of psychology like memory, perception, thinking and how they can be used in media (Understanding)

CO3: Recognize the usage of personality theories and their relevance in mass media.

CO4: Craft messages after understanding the dynamics of social psychology of media. (Apply)

CO5: Interact and ascertain the impact of developmental psychological issues with reference to media and communication. Using the knowledge, to create effective messages with respect to target audience. (Apply)

CO6: Chalk out news, being sensitive to psychological sentiments of the target audience. (Apply)

### **SYBAMMC-Semester III**

#### **Skill Enhancement Compulsory Course**

#### **Introduction to Public Relations**

**Course Code: 1731UMCPR**

#### **Course Objectives:**

- To develop in the learners the knowledge and understanding of crisis communication, image management and PR promotions using both traditional and non-traditional tools.
- To equip learners with the skills to translate their classroom learning into application by organizing, leading and participating in PR initiatives for the department, college and during internships.

#### **Course Outcomes:**

**After the completion of the course, the learner will be able to:**

CO1: Understand the meaning and scope of Public Relations and the relationship between PR and Propaganda (Understanding)

CO2: Recognize the importance of addressing the needs of all stakeholders in Public Relations strategies (Understanding)

CO3: Appreciate the similarity and difference between Advertising, Marketing and Public Relations (Analyze)

CO4: Identify an interesting and rewarding career opportunity on graduating (Analyze)

CO5: Apply both traditional and digital PR tools to design PR campaigns both during normal times and during crisis (Apply)

CO6: Execute socially relevant PR drives in the city and on new media to promote civic consciousness and ethical human values (Apply)

#### **Core Course**

#### **Media Studies**

**Course Code: 1732UMCMS**

#### **Course Objectives:**

- To understand the relevance of Media in contemporary times.
- To understand how Media has evolved over the last few decades



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### Course Outcomes:

**After the completion of the course, the learner will be able to:**

- CO1: Understand the various Media Theories. (Understanding)
- CO2: Understand how Media plays a role in shaping the way we think. (Understanding)
- CO3: Understand the relevance of Global Information Infrastructure. (Understanding)
- CO4: Recognize what is New media and its impact on our lives. They will also learn about contemporary media and Intellectual property rights.(Understanding)
- CO5: Demonstrate Magazine culture, Media power and political culture. (Apply)
- CO6: Conceptualize, design, and produce one or more works in media based on effective principles and practices of media aesthetics for a target audience. (Create)

### **Core Course Understanding Cinema Course Code: 1733UMCUC**

### Course Objectives:

- To sensitise the students towards Cinema as a medium of Mass Communication.
- To introduce students with basic concepts in understanding cinema.
- To help students to appreciate the similarities and differences between various movie cultures.
- To acquaint students with the understanding of the basics of story-telling and film-making
- To understand the structure of film industry in order to further their careers in their respective fields

### Course Outcomes:

**After the completion of this course, the learner will be able to:**

- CO 1: Understand the Process of film making. (Understanding)
- CO2: Encompass the knowledge from the ordinary factual documentary format to the most effective advertisements. Even corporate films to the most stereotype telecast of newsreels. (Understanding)
- CO3: Critically analyze the movies of today. (Analyze)
- CO4: Employ knowledge to be better mass communicators utilizing cinema as medium. (Apply)
- CO5: Evaluate present scenario added for field knowledge (Evaluate)
- CO6: Apply the knowledge gained and make meaningful cinema. (Create).

### **Core Course Introduction to Cultural Studies**



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**Course Code: 1734UMCCS**

**Course Objectives:**

- To develop an awareness of cultural theories and expressions.
- To understand the construction of culture and how media and culture are related.
- To recognise and appreciate cultural diversities in context.

**Course Objectives:**

**After the completion of the course, the learner will be able to:**

CO1: Understand the construction of culture and how media and culture are related. (Understanding)

CO2: Develop an awareness of cultural theories (Understanding)

CO3: Appreciate the importance of glocalization in media expressions (Understanding)

CO4: Analyse the requirements needed to work in a diverse corporate culture both nationally and internationally (Analyse)

CO5: Demonstrate respect for cultural diversities and expressions through well researched presentations (Apply)

CO6: Design media posts to create awareness and respect for diversity and promote inclusion (Create)

**Discipline Specific Compulsory Course**

**Creative Writing**

**Course Code: 1735UMCCW**

**Course Objectives:**

- To develop professional writing skills to engaging your reader and write for a target audience.
- To develop editorial skills, storytelling, effective use of imagery, and skills in writing across a range of platforms of media.
- To develop skills to expand and enhance the personal intellectual, emotional, psychological, and artistic lives.

**Course Outcomes:**

**After the completion of the course, the learner will be able to:**

CO1: Understand the professional short story, poem and drama writing technique (Understanding)

CO2: Understand the intellectual, emotional, psychological and artistic approach in writing. (Understanding)

CO3: Practically demonstrate and implement the writing technique keeping the target audience in mind. (Apply)

CO4: Students will acquire the skills of effective imagery usage and implementing imagery to words. (Apply)

CO5: Employ the skills and confidence of presenting script and content to mass. (Apply)



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CO6: Create content to suite all the media platforms. (Create )

**Discipline Specific Compulsory Course  
Advance Computers  
Course Code: 1736UMCAC**

**Course Objectives:**

- To make students understand the basic working and creation of website.
- To make students work on Audio and Video editing.

**Course Outcomes:**

**After the completion of the course, the learner will be able to:**

CO1: Understand Web Designing concepts (Understanding)

CO2: Understands the basics of application areas such as Web Designing, Video editing, Audio editing, and computer graphics. (Understanding)

CO3: Employ coding and software tools to analyze present data in a professional manner that could be translated to web-based or app-based media (Apply)

CO4: Employ the awareness and appreciation of the myriad ways that people access the web and create standards-based websites that are accessible and usable by a full spectrum of users. (Create)

CO5: Formulate, solve problems and evaluate solutions implemented as computer programs. (Create)

CO6: Create, edit and embed video and audio content into a webpage, and add captions/subtitles to video. (Create)

**SYBAMMC- Semester IV**

**Skill Enhancement Compulsory Course  
Photography and Print Production  
Course Code: 1741UMCPPP**

**Course Objectives:**

The world is more of visuals n in shorter attention span visuals convey far faster than words. As it said a picture speaks thousand words the objective of the subject is

- To help learner to understand how to make picture speak for itself.
- To encourage learner to see the world in a composition thereby to increase visual literacy leading to visual intelligence.

**Course Outcomes:**

**After the completion of the course, the learner will be able to:**



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- CO1: Recognize the art of seeing through the formal training in language of camera & shall be employable in industry as photojournalist. (Understanding)
- CO2: Illustrate the significance of good visualization: A good visualization help to see fine details that lead to developing narrative skills in content writing. (Understanding)
- CO3: Demonstrate visualization of a higher level and apply the expertise into Art Direction, field of advanced photography such as product, food & fashion. (Apply)
- CO4: Employ research on the selling value of pictures to media & take up stock photography as a career or start up a picture library like Shutterstock or Getty Images. (Apply)
- CO5: Illustrate know-how to uprising agency dealing into visualization & images for helping the agency to establish in the market. (Apply)
- CO6: Design a Portfolio (Create)

### **Core Course Introduction to Journalism Course Code: 1742UMCIJ**

#### **Course Objectives:**

- To acquire an introductory knowledge of journalism-its foundation and development in the 21<sup>st</sup> Century.
- To comprehend the role of new trends in journalism such as photo journalism and citizen journalism.
- To understand the implications of fake news and the need to apply ethical practices in the business of journalism.
- To appreciate the importance of accuracy, balance and clarity in report writing.

#### **Course Outcomes**

##### **After the completion of the course the Learner will be able to:**

- CO1: Comprehend the role of new trends in journalism such as photo journalism and citizen journalism. (Understand)
- CO2: Understand the difference in writing for print and new media (Understand)
- CO3: Recognise the functions of journalism, skills required to be a journalist and identify an interesting career in the news media sector (Understand)
- CO4: Analyse the implications of fake news, manipulation of photographs and plagiarism (Analyse)
- CO5: Analyse the role of Accuracy, Balance, Clarity in report writing (Analyse)
- CO6: Write short features and reports in the inverted pyramid format independently and ethically using the tools of journalism (Apply)



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**Core Course  
Introduction to Advertising  
Course Code: 1743UMCIA**

**Course Objectives:**

- To introduce to the various concepts and aspects of advertising.
- To familiarize the learner with the creative side of the advertising industry.
- To appreciate the need to apply ethical practices in the advertising industry.

**Course Outcomes:**

**After the completion of the course, the learner will be able to:**

CO1 Understand the history and role of Ad gurus and institutions in shaping the advertising industry (Understand)

CO2 Recognise the different types and tools of advertising, traditional, digital and emerging advertising new media platforms and the appeals employed (Understand)

CO3 Recognise the skills required to be an advertising professional in a technology driven field and identify an interesting career in the advertising sector (Understand)

CO4 Analyse the rules and regulations governing the ethics of advertising using relevant case studies (Analyse)

CO5 Label the different elements of an advertisement and appreciate its importance (Apply)

CO6 Design an original advertisement both for traditional and new media employing elements and ethics of advertising (Create)

**Core Course  
TV and Radio  
Course Code: 1744UMCTVR**

**Course Objectives:**

- To understand current trends in Radio and TV.
- To understand uses of Radio and TV for journalism and Advertising.
- To understand what is broadcasting.
- Demonstrate an understanding of the history of radio, television.
- Apply media writing and production techniques to create original projects.
- Demonstrate an understanding of Radio, TV by critically analysing.

**Course Outcomes:**

**After the completion of the course, the learner will be able to:**

CO 1: Understand how to communicate effectively by using various media (Understanding)



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CO2: Acquire a theoretical, historical, conceptual and critical understanding of radio, television. (Understanding)

CO3: Recognize camera shots, production process, lightning in studio (Understanding)

CO4: Demonstrate their creative voices for Radio and TV (Knowledge)

CO5: Create quality audio, video work using current and evolving technologies. (Create )

CO 6: Students will able to create TV and radio Advertisement (Create).

### **Core Course Organizational Behavior Course Code: 1745UMCOB**

#### **Course Objectives:**

- To study the complex nature of human beings in organizations and to understand the human interactions in an organization.
- To study the mechanisms governing the interactions, seeking to identify and foster behaviours conducive to the survival and effectiveness of the organization.

#### **Course Outcomes:**

**After the completion of the course, the learner will be able to:**

CO1: Explain the concepts of Organisation behaviour and theories of motivation. (Understanding)

CO2: Explain the Formal Organisation, it's Design & Structure (Understanding)

CO3: Explain the importance of Decision making. (Understanding)

CO4: Demonstrate the knowledge of Divisions of work, task interdependence and able to implement it when working. (Apply)

CO4: Demonstrate the mindset of Group Think and use it working in Organisations (Apply)

CO5: Illustrate force diversity and understanding of Gender, Ethnic & Community issues at work place (Apply)

CO6: Demonstrate the learnings of behaviour in Organisations with the help of research, meeting officials in various organisations and enumerate them in presentations (Apply)

### **Discipline Specific Compulsory Course Mass Media Research Course Code: 1746UMCMMR**

#### **Course Objectives:**

- To understand and identify the relevance of research in Mass Media.
- To help learners to acquire knowledge and verify facts.

#### **Course Outcomes:**

**After the completion of the course, the learner will be able to:**





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- CO1: Explain the importance of research in mass media. (Understanding)  
CO2: Recognize the difference between sources of information and verify facts to be used as content in their news or any other program. (Understanding)  
CO3: Recognize the importance of pilot study to understand consumer, usage of connotation and denotation. (Understanding)  
CO4: Demonstrate the technique of conducting research for solving a problem or pre and post launch of product. (Apply)  
CO5: Illustrate the use of Semiology and Content Analysis. (Apply)  
CO6: Develop a Research Proposal in Mass Media Field. (Create)

### **TYBMM Journalism- Semester V**

#### **Skill Enhancement Compulsory Course**

#### **Digital Media**

**Course Code: 2051UMMDIM**

#### **Course Objectives:**

- To understand the overview of Digital Ecosystem including Desktop & Mobile
- To gather understanding on different Ad-Formats & Ad-Platforms available including Programmatic
- To also understand the ever-evolving landscape like DOOH, Audible etc.

#### **Course Outcomes:**

#### **After the completion of the course, the learner will be able to:**

- CO1: Identify various terminologies of Digital Marketing. (Understanding)  
CO2: Explain the ever-evolving landscape like DOOH, Audible/voice etc. (Understanding)  
CO3: Recognize Social Media Trends (Understanding)  
CO4: Demonstrate the skill of Website Designing. (Apply)  
CO5: Demonstrate skill of content writing (Apply)  
CO6: Develop campaigns on different platforms including FB, Instagram, LinkedIn & Twitter. (Create)

#### **Core Course**

#### **Journalism and Public Opinion**

**Course Code: 1852UMMJP**

#### **Course Objectives:**

- To develop an understanding about the role of Media in shaping public opinion on political issues.
- To understand the international scenario on Terrorism and International conflicts.



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### Course Outcomes:

**After the completion of the course, the learner will be able to:**

CO 1: Recognize the crucial role played by newspaper in society and the concept of news with its types, elements and sources. (Understanding)

CO2: Students demonstrate the critical understanding about the public service role of a newspaper. Media Watch, an international journal, has been subscribed to help the students inculcate the habit of reading research-oriented material on the subject. Regular group discussions and other class activities help in better understanding. (Apply)

CO3: Analysing the work of various news persons, their qualities, duties and the professional requirements. (Analyse)

CO4: Illustrate various Media theories and their application in shaping opinions. They will be able to analyse the impact of media on socio political issues (Apply)

CO5: Demonstrate the media theories and be able to form opinion on base on their analysis (Apply)

CO6: Write different types of news. (Create)

### **Core Course Indian Regional Journalism Course Code: 1853UMMIR**

### Course Objectives:

- To give the learners an understanding about the history and current status of the regional press /media.
- To acquaint them with the contributions of media stalwarts of yesteryears.

### Course Outcomes:

**After the completion of the course, the learner will be able to:**

CO1: Recognize the factors that influenced the course of regional media in India. (Understanding)

CO2: Discuss the evolution of Indian regional media (Understand)

CO3: Illustrate the role of editors and journalists that propelled regional journalism (Analyse)

CO4: Examine the role of the regional media in our freedom struggle (Analyse)

Co5: Evaluate how editors influenced the national leaders pre-1947 (Evaluate)

CO6: Evaluate the status and role of regional media today (Evaluate)



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**Core Course  
Global and New Media  
Course Code: 1954UMMGNM**

**Course Objectives:**

- To understand and analyse global media
- To get an insight on the control and influence of global media conglomerates and scope of alternative media
- Trends in New Media

**Course Outcomes:**

**After the completion of the course, the learner will be able to:**

- CO1: Explain global media systems (Understand)  
CO2: Recognize the importance of MacBride Commission (Understand)  
CO3: Illustrate the stranglehold of the global media conglomerates. (Apply)  
CO4: Demonstrate the impact of media biases and evaluate the coverage of media outlets (Apply)  
CO5: Demonstrate different media systems (Analyse)  
CO6: Evaluate the perspective of the media freedom in countries (Evaluate)

**Discipline Specific Compulsory Course  
Reporting  
Course Code: 1855UMMRP**

**Course Objectives:**

- To acquire an understanding of the principles of reporting and value the ethical standards applied in the business of journalism.
- To demonstrate an appreciation for techniques used by investigative journalists in uncovering scams and develop an understanding of the difference between investigative reporting and yellow journalism.
- To comprehend the impact of investigative journalism in being a vehicle of social, economic and cultural change.

**Course Outcomes:**

**After the completion of the course, the learner will be able to:**

- CO1: Understand the principles of reporting and importance of beat reporting (Understand)



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- CO2: Identify news values and important sources for news gathering (Understand)  
CO3: Appreciate Press Council guidelines for covering disasters, both manmade and natural. (Understand)  
CO4: Demonstrate the capacity to become the voice of the voiceless through citizen journalism and identify fake news from the real. (Apply)  
CO5: Analyse the difference between investigative reporting and yellow journalism (Analyse)  
CO6: Critically analyse the obstacles to investigative journalism and tools to surmount these hurdles through a case study approach (Analyse)  
CO7: Think and write creatively and ethically on current issues using the reporting tools of Accuracy, Balance, Clarity and Attribution (Create)

### **Discipline Specific Compulsory Course Cross Media Writing & Editing Paper I Course Code: 1956UMMCME**

#### **Course Objectives:**

- To equip the learners with a physical and digital portfolio displaying their skills and interests
- To enhance their writing and editing skills across platforms with a “learn as you do” approach
- Focus on short form, precise writing skills and vocabulary building

#### **Course Outcomes:**

##### **After the completion of the course, the learner will be able to:**

- CO1: Recognize what is a good picture from journalism perspective (Understand)  
CO2: Explain the application of grammar and punctuation (Apply)  
CO3: Demonstrate how to eliminate redundant words and sentences (Apply)  
CO4: Evaluate Books and films (Evaluate)  
CO5: Write good headlines (Create)  
CO6: Write crisp captions (Create)

### **TYBMM Advertising- Semester V**

#### **Skill Enhancement Compulsory Course Digital Media Course Code: 2051UMMDIM**

#### **Course Objectives:**

- To understand the overview of Digital Ecosystem including Desktop & Mobile
- To gather understanding on different Ad-Formats & Ad-Platforms available including Programmatic
- To also understand the ever-evolving landscape like DOOH, Audible etc.

#### **Course Outcomes:**



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**After the completion of the course, the learner will be able to:**

- CO1: Identify various terminologies of Digital Marketing. (Understanding)
- CO2: Explain the ever-evolving landscape like DOOH, Audible/voice etc. (Understanding)
- CO3: Recognize Social Media Trends (Understanding)
- CO4: Demonstrate the skill of Website Designing. (Apply)
- CO5: Demonstrate skill of content writing (Apply)
- CO6: Develop campaigns on different platforms including FB, Instagram, LinkedIn & Twitter. (Create)

**Core Course  
Brand Building  
Course Code: 1852UMMBB**

**Course Objectives:**

- To study the concepts of brand.
- To understand various types of brand, importance and to build
- To study its importance to consumers and advertisers.

**Course Outcomes:**

**After the completion of the course, the learner will be able to:**

- CO1: Understand the concept of brand, brand values and brand development. (Understand)
- CO2: Explain the Branding strategies (Understand)
- CO3: Apply the various models of brand development and building to existing and new brands. (Apply)
- CO4: Compare the national and international brand perspectives. (Evaluate)
- CO5: Develop new brand images and identities for existing and new brands. (Create)

**Core Course  
Advertising in Contemporary Society  
Course Code: 1853UMMAC**

**Course Objectives:**

- To expose learners to contemporary advertising issues and practices.
- To provide an ethical approach to advertising techniques.
- To develop an appreciation for the increasingly international nature of advertising.
- Appreciates the need for glocalization in an increasingly global world.

**Course Outcomes:**

**After the completion of the course, the learner will be able to:**



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- CO1: Appreciate the correlation between advertising and society, cultural practices and the economy (Understand)
- CO2: Comprehend the impact of liberalisation on consumer behaviour and the advertising industry (Understand)
- CO3: Evaluate the efficacy of environmental analysis while advertising to international markets (Analysis)
- CO4: Analyse the role of social marketing in contemporary society (Analyse)
- CO5: Demonstrate sensitivity to gender and age factor and avoid biases while creating ad copies (Apply)
- CO6: Design social marketing campaigns using skills of research (Create)

### **Core Course Consumer Behaviour Course Code: 1854UMMCB**

#### **Course Objectives:**

- To develop an understanding of the role of marketing in influencing consumer behaviour.
- To acquire the capacity to analyse the changing trends in consumer behaviour and consumer insights.

#### **Course Outcomes:**

##### **After the completion of the course, the learner will be able to:**

- CO1. Discuss the rationale for studying consumer behaviour. (Understanding)
- CO2. Identify and explain factors which influence consumer behaviour inclusive of society and culture. (Understanding)
- CO3. Demonstrate how knowledge of consumer behaviour can be applied to marketing. (Apply)
- CO4. Employ the knowledge of Consumer behaviour decision process and factors affecting – External factors / Internal factors in marketing of products. (Apply)

### **Discipline Specific Compulsory Course Media Planning and Buying Course Code: 1855UMMMP**

#### **Course Objectives:**

- To Equip the students with All the available Mediums.
- To Coach them with different sources secondary Media Research.
- How does the Media Plan work with an example of Print Media Plan?

#### **Course Outcomes:**



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### After the completion of the course, the learner will be able to:

CO1: Explain Basic Terminology of Media Planning which will help them for an engagement with Industry citizens. (Understanding)

CO2: Explain the importance of objective driven planning on the target group. (Understanding)

CO3: Demonstrate a complete understanding on how the secondary sources are used in media plan. (Apply)

CO4: Evaluate various mediums and also learn about pros and cons of each medium. (Evaluate)

CO5: Construct their media plans based on brand briefs. (Create)

### Discipline Specific Compulsory Course

#### Copywriting

Course Code: 1856UMMCW

### Course Objectives:

- To develop an understanding of the role of marketing in influencing consumer behaviour.
- To understand the concepts of copywriting to produce high quality content in advertising.
- To follow the creative brief and understand how to write copy for various mediums and audiences.
- To understand the power of effective copies via ad campaigns around the world.
- To explore the creative use of language that motivates readers to take action.

### Course Outcomes:

### After the completion of the course, the learner will be able to:

CO1: Discuss the importance target audience-oriented marketing, how marketing can change the perception of consumer. (Understanding)

CO2: They will learn the terminologies, formats of advertisings, which will help them to get employed in the industry(Understanding)

CO3: Demonstrate the technique of creating creative brief as per the client's requirement. (Apply)

CO4: Demonstrate his/her idea in a more creative and cohesive manner that suits the target audience. (Apply)

CO5: Create campaign according the media, product and its target audience. (Create)



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**TYBMM Journalism - Semester VI**

**Skill Enhancement Compulsory Course  
Newspaper and Magazine Making  
Course Code: 2061UMMNM**

**Course Objectives:**

- To take the learner through the process of planning & production from the stage of transforming verbal material into logical visual & help them learn the importance of presentation.
- To induce a sense of aesthetics into the minds so that the learner is capable of giving justice to his efforts in the industry.

**Course Outcomes:**

**After the completion of the course, the learner will be able to:**

CO1: Explain the efforts and discipline that industry needs and be industry ready (Understanding)

CO2: Recognize the skills required for career as independent visualiser in a leading publication and significance of design strategy. (Understanding)

CO3: Demonstrate the formal knowledge of design which will help to understand the significance of the position of Art Director in magazine design and layout. (Apply)

CO4: Illustrate the research on the objective of the publication and according to it he/she will be able to frame the layout that is best suitable to the intended audience's mindset. (Apply)

CO5: Demonstrate the knowledge gained during the course to evaluate or suggest new ideals to improve the overall standard of the publication he/she is working with. (Apply, Evaluate)

CO6: Start up as an entrepreneur or a self-employed conceptualiser for undertaking consultancy with upcoming publications, Write /Design Newspaper, Magazine.(Create)

**Core Course  
Contemporary Issues  
Course Code: 1962UMMCI**

**Course Objectives:**

- To understand and analyse some of the present day political, economic and social concerns and issues.
- To sensitise the learners of present-day challenges and their implications on development.
- To highlight the importance of human rights and its implementations in India.





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### Course Outcomes

**After the completion of the course, the learner will be able to:**

- CO1 Understand some of the present day political, economic and social concerns and human rights issues. (Understand)
- CO2 Understand reasons for Euthanasia through appropriate case studies (Understand)
- CO3 Critically evaluate the issues and laws that exist to protect the marginalised that include women, children, the LGBT Communities (Analyse)
- CO4 Analyse the role and importance of sustainable development by studying tribal issues, farmers concerns and the issues of the north east (Analyse)
- CO5 Apply a problem-solving approach to modern day challenges such as terrorism, political and moral corruption (Apply)
- CO6 Design Ad copies and/or make well researched presentations on contemporary issues for industry preparedness (Create)

### **Core Course Press Law and Ethics Course Code: 1863UMMPLE**

#### Course Objectives:

- To create an awareness and understanding of the Indian constitutional provisions for the press
- To introduce learners to the laws that impact press freedom in India and to institutions that safeguard the fifth estate.
- To educate future journalists in responsible journalism.

#### Course Outcomes:

**After the completion of the course, the learner will be able to:**

- CO1: Understand the Indian constitutional provisions with regards to Press freedom and responsibilities (Understand)
- CO2: Comprehend the legal environment in contemporary India with reference to the news media.
- CO3: Understand how to register a newspaper and comprehend laws that govern working journalists. (Understand)
- CO4: Compare the roles played by Press Council of India and the News Broadcasting Standards Authority in ensuring press ethics and safeguarding the fifth estate. (Analyse)
- CO5: Critically evaluate the impact of contempt of court, parliamentary privileges, Article 19 and 21 on press freedom through a case study approach (Analyse)
- CO6: Write well researched articles using ethical journalistic tools and contribute to responsible journalism (Apply)

### **Discipline Specific Compulsory Course Broadcast Journalism Course Code: 1864UMMBJ**

#### Course Objectives:



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- Providing the learners with an overview of the evolution of Radio and Television.
- Acquainting them with the format and skills required for broadcast writings.
- Impart an understanding on the impact of media boom and media convergence.

### Course Outcomes:

**After the completion of the course, the learner will be able to:**

- CO1: Explain the evolution of the Broadcast industry. (Understanding)  
CO2: Interpret ethical guidelines and media laws in script writing (Apply)  
CO3: Examine the broadcast industry in India (Analyse)  
CO4: Critically analyse the presentation of broadcast news (Analyse)  
CO5: Would evaluate the use /misuse of this technology from a historical perspective (Evaluate)  
CO6: Create a radio/podcast script (Create)

### **Discipline Specific Compulsory Course Business & Magazine Journalism Course Code: 1865UMMBMJ**

### Course Objectives:

- To understand the tools of Business Journalism and an overview of the economy.
- To study the Magazine sector and its specialization.

### Course Outcomes:

**After the completion of the course, the learner will be able to:**

- CO1: Understand the working of the financial systems in India. (Understand)  
CO2: Understand how the Banking sector operates and the use of modern technology in banking. (Understand)  
CO3: Comprehend how the Budget is prepared and its importance. (Understand)  
CO4: Understand the working of stock markets (Understand)  
CO5: Evaluate the role of socio-political factors on a budget and the importance of subsidies in a growing economy (Analyse)  
CO6: Analyse the cause and impact of financial scams (Analyse)

### **Discipline Specific Compulsory Course News Media Management Course Code: 1866UMMNMM**

### Course Objectives:

- To gain conceptual and theoretical knowledge of News Media.
- To gain insight on the theories of the firm and their relevance to the diverse range of News Media Ownership structures that exist in reality.



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**Course Outcomes:**

**After the completion of the course, the learner will be able to:**

- CO1: Describe Newspaper as a business enterprise and its public service role with reference to the Indian experience. Various factors associated with ownership of newspapers, the different types of ownership and source of revenue of a newspaper (Understanding)
- CO2: Discuss News Media Ownership structures and their working process (Understanding)
- CO3: Interpret moral and social responsibility dimensions of corporate media governance. (Apply)
- CO4: Demonstrate the process of circulation of newspapers and the various factors involved with circulation of newspapers, newspaper's policy, role of the Circulation department, circulation manager, Audit Bureau of Circulation (ABC)(Apply)
- CO5: Employ various management strategies and able to implement those strategies (Apply)
- CO 6: Illustrate various aspects of editing which are crucial requirements in the job market. Knowledge of page designing helps them to have a comprehensive knowledge on the topic (Apply)

**Discipline Specific Compulsory Course  
Cross Media Writing & Editing Paper II  
Course Code: 1967UMMCME**

**Course Objectives:**

- To enhance writing and editing skills of the learners.
- To help them identify fresh story angles for features and other forms of writing.
- To help them understand the process and structure of long form writings

**Course Outcomes:**

**After the completion of the course, the learner will be able to:**

- CO1: Describe the art of interviewing (Understand)
- CO2: Explain the different formats of presenting a story (Understand)
- CO3: Demonstrate how to find a story idea (Apply)
- CO4: Demonstrate how to inject a flow in the language and structure of a story. (Apply)
- CO5: Develop story ideas into features. (Create)
- CO6: Design and present interviews (Create)



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**TYBMM Advertising**

**Skill Enhancement Compulsory Course  
Advertising Design  
Core Course: 2061UMMAD**

**Course Objectives:**

- To take the learners through the world of visuals & help him explore how shapes, colours & forms can be used to influence viewer into persuasion.
- To develop the visual literacy of the learner leading him to be visually intelligent
- To take the learner through basic assignments in design & help them transform literal ideas into visual piece or communication art.

**Course Outcomes:**

**After the completion of the course, the learner will be able to:**

- CO1: Explain the elements and Principles of Advertising. (Understand)  
CO2: Employ various theoretical concepts and create new artwork. (Apply)  
CO3: Evaluate various advertisements based on theoretical concepts taught. (Evaluate)  
CO4: Develop complete portfolio for existing or hypothetical brands. (Create)

**Core Course  
Contemporary Issues  
Course Code: 1962UMMCI**

**Course Objectives:**

- To understand and analyse some of the present day political, economic and social concerns and issues.
- To sensitise the learners of present-day challenges and their implications on development.
- To highlight the importance of human rights and its implementations in India.

**Course Outcomes**

**After the completion of the course, the learner will be able to:**

- CO1 Understand some of the present day political, economic and social concerns and human rights issues. (Understand)  
CO2 Understand reasons for Euthanasia through appropriate case studies (Understand)



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CO3 Critically evaluate the issues and laws that exist to protect the marginalised that include women, children, the LGBT Communities (Analyse)

CO4 Analyse the role and importance of sustainable development by studying tribal issues, farmers concerns and the issues of the north east (Analyse)

CO5 Apply a problem-solving approach to modern day challenges such as terrorism, political and moral corruption (Apply)

CO6 Design Ad copies and/or make well researched presentations on contemporary issues for industry preparedness (Create)

### **Core Course** **Legal Environment and Advertising Ethics** **Course Code: 1863UMMLE**

#### **Course Objectives:**

- To understand the ethics in Advertising and to help students recognize legal and ethical issues in advertising.
- Critically apply understanding of ethics to real–world contexts.

#### **Course Outcomes:**

**After the completion of the course, the learner will be able to:**

CO1: Explain legal and ethical restrictions while creating advertisement. (Understanding)

CO2: Discuss the laws and policies developed by government. (Understanding)

CO3: Demonstrate setting of self-ethics for while creating advertisement to maintain harmony in society. (Apply)

CO4: Illustrate fair business and trade practices. (Apply)

CO5: Interpret the Laws pertaining Unfair Trade Practices & the Competition Act 2002(Apply)

CO6: Evaluate and be Critique of Advertising (Create)

### **Discipline Specific Compulsory Course** **Financial Management for Marketing and Advertising** **Course Code: 1864UMMFM**

#### **Course Objectives:**

- To provide a brief over view of the basic concepts, goals functions and types of finance available for new and existing business and marketing units.
- To enable the understanding of the need for financial planning through Budgets and their benefits.
- To enable students to evaluate the financial implications of marketing decisions through simple analytical tools.

#### **Course Outcomes:**

**After the completion of the course, the learner will be able to:**



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- CO1: Explain the basics of Financial Management and estimation of financial Requirements. (Understanding)
- CO2: Explain the need for financial planning in Business. (Understanding)
- CO3: Explain different Types of Cost on the basis of various criteria. (Understanding)
- CO4: Interpret the actual performance on the basis of budgets. (Apply)
- CO5: Interpret Ratios with the use of Financial Statements like P&L A/C and Balance sheet. (Apply)
- CO6: Evaluate the financial implications of marketing decisions through simple analytical tools and apply that in real life or in the corporate world. (Evaluate)

### **Discipline Specific Compulsory Course Principles and Practices of Direct Marketing Course Code: 1865UMMDM**

#### **Course Objectives:**

- To study various methods of direct marketing and as to how to apply them.
- To study the difference between Direct marketing and Traditional marketing.

#### **Course Outcomes:**

#### **After the completion of the course, the learner will be able to:**

- CO1: Explain Advertising and its different types. Different advertisement mediums, their selection criterion and relative advantages, ethics of advertising, market research, brand positioning (Understanding)
- CO2: Explain various direct marketing techniques (traditional and modern) and build up customer loyalty and database management (Understanding)
- CO3: Interpret the structure and functioning of an advertising agency and also client agency relationship (Apply)
- CO4: Interpret Direct Marketing activities on various platforms (Apply)
- CO5: Interpret a range of options to exploit market opportunities and solve marketing problems using direct marketing. (Apply)
- CO6: Create quality advertisements and Customer database. (Create)

### **Discipline Specific Compulsory Course Agency Management Course Code: 1866UMMAM**

#### **Course Objectives:**

- To Understand the structure of the Full-Fledged Agency & also different types of Agency
- Also Understanding the different Functions of the various departments in the Agency

#### **Course Outcomes:**



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**After the completion of the course, the learner will be able to:**

- CO1: Explain various functions/Departments of Advertising Agencies. (Understanding)
- CO2: Explain the importance of all the functions of Advertising agencies and the skill sets required to do for each role. (Understanding)
- CO3: Explain the role agencies play in the Advertising Industry.(Understanding)
- CO4: Interpret the set-up of a New Advertising Agency. (Apply)
- CO5: Develop an objective driven marketing plan. (Create)

**Discipline Specific Compulsory Course  
Advertising and Marketing Research  
Course Code: 1867UMMAMR**

**Course Objectives:**

- To understand the relevance and scope of Advertising and marketing research
- To understand qualitative and quantitative research methodologies

**Course Outcomes:**

**After the completion of the course, the learner will be able to:**

- CO1: Explain the basic terms used in Advertising and Marketing Research (Understanding)
- CO2: Explain qualitative and quantitative Research (Understanding)
- CO3: Recognize the Process of conducting Research (Understanding)
- CO4: Demonstrate various techniques in advertising research, this will help the learners to develop their creative and research skills which should enable them to create better ads. (Apply)
- CO5: Demonstrate the problem-solving approach and acquire the skill to become excellent market researchers in the future. (Apply)
- CO6: Critically evaluating the cause-and-effect relationship between two variables. (Evaluate)



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**BAMMC PO-CO Mapping  
2020-2021**

Semester	Subject	Course Code	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6		
Sem 1	EFFECTIVE COMMUNICATION-I	2011UMCEC	*	*																		
	MASS COMMUNICATION	2012UMCMC	*		*	*																
	LANDMARK EVENTS OF THE WORLD AND INDIA- A MASS MEDIA APPROACH	2013UMCLE	*	*	*	*																
	INTRODUCTION TO ECONOMICS	2014UMCIE	*	*	*		*	*														
	INTRODUCTION TO SOCIOLOGY	2015UMCIS	*	*	*																	
	INTRODUCTION TO COMPUTERS	2016UMCIC	*	*			*	*														
Sem 2	EFFECTIVE COMMUNICATION-II	2021UMCEC	*	*	*		*	*														
	POLITICAL CONCEPTS AND THE INDIAN POLITICAL SYSTEM	2022UMCPC	*	*	*	*	*	*														
	INTRODUCTION TO LITERATURE	2023UMCIL	*	*																		
	PRINCIPLES OF MARKETING	2024UMCPMK	*	*	*	*	*	*														
	PRINCIPLES OF MANAGEMENT	2025UMCPMG	*						*													



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	MEDIA PSYCHOLOGY	2026UMCPSY	*	*	*	*	*												
<b>Sem 3</b>	INTRODUCTION TO PUBLIC RELATIONS	1731UMCPR	*	*	*	*	*	*											
	MEDIA STUDIES	1732UMCMS	*	*	*	*	*												
	UNDERSTANDING CINEMA	1733UMCUC	*	*	*		*	*											
	INTRODUCTION TO CULTURAL STUDIES	1734UMCCS	*	*	*	*	*	*											
	CREATIVE WRITING	1735UMCCW	*	*	*	*	*	*											
	ADVANCED COMPUTERS	1736UMCAC	*	*	*	*	*	*											
<b>Sem 4</b>	PHOTOGRAPHY AND PRINT PRODUCTION	1741UMCPPP	*	*	*		*	*											
	INTRODUCTION TO JOURNALISM	1742UMCIJ							*	*	*	*	*	*					
	INTRODUCTION TO ADVERTISING	1743UMCIA											*	*	*	*	*	*	
	TV AND RADIO	1744UMCTVR	*	*	*		*	*											
	ORGANISATIONAL BEHAVIOUR	1745UMCOB	*	*	*	*		*											
	MASS MEDIA RESEARCH	1746UMCMMR	*	*	*			*											



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<b>Sem 5 Journalism</b>	DIGITAL MEDIA	2051UMMDIM	*	*	*	*	*	*												
	JOURNALISM AND PUBLIC OPINION	1852UMMJP							*	*	*		*	*						
	INDIAN REGIONAL JOURNALISM	1853UMMIR							*											
	GLOBAL AND NEW MEDIA	1954UMMGNM							*		*			*						
	REPORTING	1855UMMRP							*	*	*	*	*	*						
	CROSS MEDIA WRITING AND EDITING-I	1956UMMCME							*	*			*	*						
<b>SEM 5 Advertising</b>	DIGITAL MEDIA	2051UMMDIM	*	*	*	*	*	*												
	BRAND BUILDING	1852UMMBB												*	*	*	*			*
	ADVERTISING IN CONTEMPORARY SOCIETY	1853UMMAC												*	*	*	*	*	*	*
	CONSUMER BEHAVIOUR	1854UMMCB												*	*	*				*
	MEDIA PLANNING AND BEHAVIOUR	1855UMMMP												*	*	*			*	*
	COPYWRITING	1856UMMCW												*	*	*			*	*
	NEWSPAPER AND MAGAZINE MAKING	2061UMMNM							*	*	*	*	*	*						



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<b>Sem 6 Journalism</b>	CONTEMPORARY ISSUES	1962UMMCI	*	*	*	*	*	*												
	PRESS LAWS AND ETHICS	1863UMMPL E							*	*	*	*	*	*						
	BROADCAST JOURNALISM	1864UMMBJ							*	*	*	*	*	*						
	BUSINESS AND MAGAZINE JOURNALISM	1865UMMBMJ							*				*	*						
	NEWS MEDIA MANAGEMENT	1866UMMNMM							*					*						
	CROSS MEDIA WRITING AND EDITING-II	1967UMMCME							*	*		*	*	*						
<b>SEM 6 Advertising</b>	ADVERTISING DESIGN	2061UMMAD												*	*	*	*	*	*	
	CONTEMPORARY ISSUES	1962UMMCI	*	*	*	*	*	*												
	LEGAL ENVIRONMENT AND ADVERTISING ETHICS	1863UMMLE												*			*	*	*	
	FINANCIAL MANAGEMENT FOR MARKETING AND ADVERTISING	1864UMMFM												*						*
	PRINCIPLES AND PRACTICES OF DIRECT MARKETING	1865UMMDM												*	*	*		*	*	
	AGENCY MANAGEMENT	1866UMMAM												*			*	*	*	



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ADVERTISING AND MARKETING RESEARCH	1867UMMAMR														*	*		*	*	*	
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