



Thakur Educational Trust's (Regd.)

**THAKUR RAMNARAYAN
COLLEGE OF ARTS & COMMERCE**
ISO 21001:2018 Certified

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Outcomes Based Education (OBE) Document

Programme: B.A.M.M.C.

Programme Educational Objectives

PEO 1: To impart the basic knowledge of multimedia and mass communication and related areas of studies and develop the learner into competent and efficient media & entertainment Industry- ready professionals.

PEO 2: To understand industries and their relationship to culture and society, and the understanding of how communication works as well as development of critical thinking, professional writing skills and effective oral communication.

PEO 3: To impart Information Communication Technologies (ICTs) skills, including digital and media literacy and competencies and prepare students for a wide variety of careers in business and industry like advertising, public relations and journalism, or advanced study.

Program Outcomes

On successful completion, graduates of B.A.M.MC degree programs will be able to:

PO1: Critical Thinking: Take informed actions after identifying the assumptions that frame our thinking and actions, checking out the degree to which these assumptions are accurate and valid, and looking at our ideas and decisions (intellectual, organizational, and personal) from different perspectives.

PO2: Effective Communication: Speak, read, write and listen clearly in person to make meaning of the world by connecting people, ideas, books, media and technology.

PO3: Social Interaction: Elicit views of others, mediate disagreements and help reach conclusions in group settings.

PO4: Effective Citizenship: Demonstrate empathetic social concern and equity centred national development, and the ability to act with an informed awareness of issues and participate in civic life through volunteering.

PO5: Ethics: Recognize different value systems including our own, Explain the moral dimensions of our decisions, and accept responsibility for them.

PO6: Environment and Sustainability: Explain the issues of environmental contexts and sustainable development.

PO7: Self-directed and Life-long Learning: Acquire the ability to engage in independent and lifelong learning in the broadest context of socio- technological changes.

PO8: Self-directed and Life-long Learning: Transform the learners into highly informed multi-tasking media professionals including animation and graphic designers.

PO9: Enhancing Core Competency: Enhance the core competencies required to meet the skills of journalism and advertising.

PO10: Opportunity to Leading Careers: Provide expertise to the learners giving them an opportunity to lead a career of reporters and anchors.

PO11: Obtaining leading Marketing Positions: Groom the learners for working as marketing managers and public relation officers.

PO12: Instill Entrepreneurship: Enable the learners to establish their own start-ups on various digital platforms.

Program Specific Outcomes

On successful completion of B.A.M.M.C. graduates will be able to:

PSO 1: Demonstrate various skills set with respect to disciplines of Arts, Media (Advertising & Journalism), TV and OTT platform.

PSO 2: Exhibit skills of effective communication and research aptitude in Advertising and Journalism.

PSO 3: Use analytical and research tools of media marketing and utilize information technology tools pertaining to media and ad production.

PSO 4: Make use of practical skills in the field of brand building, ad design, copy writing and agency management.

B.A.M.M.C. (Semester I)

FOUNDATION COURSE – I (BAMMFC-102)

Course Outcomes

After completing this course, students will be able to:

CO	Course Outcomes	Revised Bloom's Taxonomy Learning Levels					
		R	U	A	N	E	C
CO1	Describe the multi-cultural diversity of Indian society through its demographic composition, linguistic diversity and regional variations.	✓					
CO2	Explain the concept of disparity due to Social Stratification, explore the violence against women and appreciate the inequalities faced by disabled people.		✓				
CO3	Comprehend inequalities manifested due to the caste system and understand inter-group conflicts arising out of communalism, regionalism, linguism.		✓				
CO4	Describe the philosophy of the Indian Constitution, understand the structure of it and its fundamental duties to the Indian Citizen.	✓					
CO5	Choose the party system in Indian Politics and judge the role and significance of women in politics.			✓			

Effective Communication Skills – I (BAMMEC-101)

Course Outcomes

After completing this course, students will be able to:

CO	Course Outcomes	Revised Bloom's Taxonomy Learning Levels					
		R	U	A	N	E	C
CO1	Interpret the concept, process, modes and methods of communication, Evaluate their effectiveness and create solutions to communication barriers.		✓				
CO2	Identify and differentiate between the types of reading, Discover media vocabulary and Understand the basics of functional English Grammar.	✓					
CO3	Differentiate between types of thinking and its errors, Deliver presentations.			✓			
CO4	Interpret the concept of translation, its challenges and differentiate between interpretation and translation.		✓				

HISTORY OF MEDIA (BAMMHM-106)

Course Outcomes

After completing this course, students will be able to:

CO	Course Outcomes	Revised Bloom's Taxonomy Learning Levels					
		R	U	A	N	E	C
CO1	Assess the role of media in indian independence movement and cultural history.			✓			
CO2	Enumerate the major developments in media history.	✓					
CO3	Comprehend the genesis of documentaries and describe the role of documentaries.		✓				
CO4	Develop the ability to think and analyze about the media.			✓			

FUNDAMENTAL OF MASS COMMUNICATION (BAMMFMC-104)

Course Outcomes

After completing this course, students will be able to:

CO	Course Outcomes	Revised Bloom's Taxonomy Learning Levels					
		R	U	A	N	E	C
CO1	Describe the basic concept for a robust foundation in psychological concepts.	✓					
CO2	Relate basic concepts of psychology in daily understanding and activities.		✓				
CO3	Acquire critical thinking and develop research insight.		✓				
CO4	Comprehend and instill important life skills such as resilience, hardiness, acceptance, etc.		✓				
CO5	Interpret the market of new media and its various methods of functioning.		✓				

VISUAL COMMUNICATION (BAMMVC-103)
Course Outcomes

After completing this course, students will be able to:

CO	Course Outcomes	Revised Bloom's Taxonomy Learning Levels					
		R	U	A	N	E	C
CO1	Summarize the history and development of visuals.	✓					
CO2	Classify different types of Sensual and Perceptual theories of visual communication.		✓				
CO3	Relate psychological implications of visual elements.		✓				
CO4	Demonstrate importance of visual communication channels and their use in media.			✓			
CO5	Point out use of visual communication in the age of social media and advertising.			✓			

CURRENT AFFAIRS (BAMMCA-105)
Course Outcomes

After completing this course, students will be able to:

CO	Course Outcomes	Revised Bloom's Taxonomy Learning Levels					
		R	U	A	N	E	C
CO1	Identify current developments in various fields of India and World.	✓					
CO2	Discuss current burning issues covered in all types of media.		✓				
CO3	Summarize politics, economics, environment and technology and its relevance to the news.	✓					
CO4	Examine current news and its political and social dimensions.				✓		
CO5	Explain technological advancements and its use in media fields.		✓				

B.A.M.M.C. (Semester II)

Effective Communication Skills – II(BAMMEC-201)

Course Outcomes

After completing this course, students will be able to:

CO	Course Outcomes	Revised Bloom's Taxonomy Learning Levels					
		R	U	A	N	E	C
CO1	Execute Report writing and organisational writing.			✓			
CO2	Interpret the concept and rules of editing.				✓		
CO3	Distinguish between concepts of plagiarism and paraphrasing in editing.			✓			
CO4	Examine and understand non-verbal data.				✓		

FOUNDATION COURSE – II (BAMMFC-202)

Course Outcomes

After completing this course, students will be able to:

CO	Course Outcomes	Revised Bloom's Taxonomy Learning Levels					
		R	U	A	N	E	C
CO1	Associate with impact of globalized industry with regard to changes in employment and increasing migration and explain the real scenario which has resulted in rise of corporate farming and increased farmer suicides		✓				
CO2	Acquaint with the concept, origin and evolution of human rights and also the fundamental rights stated in the Constitution.		✓				
CO3	Link with environment, ecology and their interconnectedness. Relate environmental degradation, its impact and the need for sustainable development.				✓		
CO4	Interpret the various factors contributing to stress and conflicts in individuals and the society.		✓				
CO5	Prepare with different methods of responding to conflicts and coping with stress in contemporary society.			✓			

CONTENT WRITING (BAMMCW-203)

Course Outcomes

After completing this course, students will be able to:

CO	Course Outcomes	Revised Bloom's Taxonomy Learning Levels					
		R	U	A	N	E	C
CO1	Identify tools that would help them communicate effectively.		✓				
CO2	Infer crisp writing as part of Mass Communication.			✓			
CO3	Develop clarity of thought and understand the essence of the situation.			✓			
CO4	Write effectively for various Mass Media Platforms .			✓			

INTRODUCTION TO ADVERTISING(BAMMID-204)

Course Outcomes

After completing this course, students will be able to:

CO	Course Outcomes	Revised Bloom's Taxonomy Learning Levels					
		R	U	A	N	E	C
CO1	Grasp the basic understanding of advertising, growth, importance and types.	✓					
CO2	Compare effective advertising campaigns, tools, models etc.		✓				
CO3	Comprehend the role of advertising, various departments, careers and creativity.		✓				
CO4	Identify various advertising trends, and future.			✓			
CO5	Create an advertisement using the existing market trends.			✓			

INTRODUCTION TO JOURNALISM(BAMMIJ-205)

Course Outcomes

After completing this course, students will be able to:

CO	Course Outcomes	Revised Bloom's Taxonomy Learning Levels					
		R	U	A	N	E	C
CO1	Memorize report Writing (English, Hindi or Marathi) General report and News report writing, Basics and Format, Headline, Sub-headline, various types of the report.	✓					
CO2	Explain principles of editing Punctuation, Substitution of words, Restructuring of sentences, Re-organizing sentence sequence in a paragraph.		✓				
CO3	Summarize content , the points and sub- points and the logical connection between the points.			✓			
CO4	Describe graphs, maps, charts, write content based on the data provided.			✓			

MEDIA, GENDER AND CULTURE (BAMMMGC-206)

Course Outcomes

After completing this course, students will be able to:

CO	Course Outcomes	Revised Bloom's Taxonomy Learning Levels					
		R	U	A	N	E	C
CO1	Execute Report writing and Organisational writing.			✓			
CO2	Interpret the concept and rules of editing.				✓		
CO3	Distinguish between concepts of plagiarism and paraphrasing in editing.			✓			
CO4	Examine and understand non-verbal data.				✓		

B.A.M.M.C. (Semester III)

COMPUTERS & MULTIMEDIA - I (BAMMC CMM-306)

Course Outcomes

After completing this course, students will be able to:

CO	Course Outcomes	Revised Bloom's Taxonomy Learning Levels					
		R	U	A	N	E	C
CO1	Identify the minimum requirement of the software while stepping out in the media industry.	✓					
CO2	Select appropriate software to make for video and audio editing.	✓					
CO3	Discover the use of different softwares which are required for audio visual projects.		✓				
CO4	Choose better software and technical decisions for graphic designers and video editors.				✓		

CORPORATE COMMUNICATION & PUBLIC RELATIONS

(BAMMC CCPR-302)

Course Outcomes

After completing this course, students will be able to:

CO	Course Outcomes	Revised Bloom's Taxonomy Learning Levels					
		R	U	A	N	E	C
CO1	Describe the concepts of Corporate Communication and Public Relations.		✓				
CO2	Connect various aspects of corporate communication and its correspondence.				✓		
CO3	Explain various aspects and theories of Public Relations.		✓				
CO4	Demonstrate various Mass Media laws and use of technology and correspondence in day-to-today activities of an organization.			✓			

ELECTRONIC MEDIA I (BAMMC EM-301)
Course Outcomes

After completing this course, students will be able to:

CO	Course Outcomes	Revised Bloom's Taxonomy Learning Levels					
		R	U	A	N	E	C
CO1	Describe the history of radio and television.	✓					
CO2	Discover different types of sound, visuals and its importance.		✓				
CO3	Classify fiction and non-fiction as well as radio and television formats.		✓				
CO4	Interpret roles and contribution of electronic media in the development of the society.	✓					
CO5	Demonstrate film production process.			✓			

FILM COMMUNICATION - I (BAMMC FCO-305)

Course Outcomes

After completing this course, students will be able to:

CO	Course Outcomes	Revised Bloom's Taxonomy Learning Levels					
		R	U	A	N	E	C
CO1	Inculcate liking and understanding of good cinema.		✓				
CO2	Summarize the power of visuals and sound and the ability to make use of them in effective communication.		✓				
CO3	Explain the role of cinema in India and across the globe.		✓				
CO4	Identify the needs and importance of storytelling in cinema.		✓				
CO5	Demonstrate the learned knowledge by the means of film making and practical use.			✓			

INTRODUCTION TO PHOTOGRAPHY (BAMMC IP-304)

Course Outcomes

After completing this course, students will be able to:

CO	Course Outcomes	Revised Bloom's Taxonomy Learning Levels					
		R	U	A	N	E	C
CO1	Describe the system of the camera and its history.	✓					
CO2	Explain Aperture, shutter and iso with use of it.		✓				
CO3	Discuss Focal length, viewfinder and its uses.			✓			
CO4	Demonstrate proper use of different types of lenses and lights.			✓			
CO5	Point out triangle compensation and parameters for improved photography.	✓					

MEDIA STUDIES (BAMMC MS-303)

Course Outcomes

After completing this course, students will be able to:

CO	Course Outcomes	Revised Bloom's Taxonomy Learning Levels					
		R	U	A	N	E	C
CO1	Identify the contribution of history in various media theories used today.		✓				
CO2	Express propaganda in depth with a focus on its impact on the viewers.		✓				
CO3	Discuss the studies conducted by various theorists.		✓				
CO4	Interpret the nature of an audience by focusing on culture and bias.			✓			
CO5	Recognize Netflix as the Global Village as identified by Marshall McLuhan.		✓				

B.A.M.M.C. (Semester IV)

ELECTRONIC MEDIA II (BAMMC EM-4011)

Course Outcomes

After completing this course, students will be able to:

CO	Course Outcomes	Revised Bloom's Taxonomy Learning Levels					
		R	U	A	N	E	C
CO1	Quote Short History of Radio and TV in India and abroad and convergence trends.	✓					
CO2	Identify sound, visuals, electronic news gathering.	✓					
CO3	Find Formats such as fiction and nonfiction.	✓					
CO4	Comment on Radio-role and importance as well as contribution of All India Radio.		✓				
CO4	Execute Production process for creating videos and such contents.			✓			

WRITING AND EDITING FOR MEDIA(BAMMC WEM-402)

Course Outcomes

After completing this course, students will be able to:

CO	Course Outcomes	Revised Bloom's Taxonomy Learning Levels					
		R	U	A	N	E	C
CO1	Memorize the different writing styles that fit various media platforms.	✓					
CO2	Acquire information gathering skills and techniques.		✓				
CO3	Interpret similarities and differences in writing for all forms of media including internet and digital.		✓				
CO4	Execute with efficiency the use media tools like hashtags etc effectively			✓			

MEDIA LAWS AND ETHICS(BAMMC MLE-403)
Course Outcomes

After completing this course, students will be able to:

CO	Course Outcomes	Revised Bloom's Taxonomy Learning Levels					
		R	U	A	N	E	C
CO1	Interprete the Evolution of Constitution and Media.		✓				
CO2	Define the concepts & dynamics of the Regulatory Bodies.	✓					
CO3	State the concept of Media Laws.	✓					
CO4	Determine the Value of Media Laws.			✓			
CO5	Analyze the concept Media Ethics and Social Responsibility.			✓			

MASS MEDIA RESEARCH(BAMMC MMR-404)

Course Outcomes

After completing this course, students will be able to:

CO	Course Outcomes	Revised Bloom's Taxonomy Learning Levels					
		R	U	A	N	E	C
CO1	Find relevance, scope of Mass Media research and Role of research in the media.	✓					
CO2	Compare Concept and types and uses of Research Designs: such as Exploratory and Descriptive and Causal.		✓				
CO3	Outline Primary Data and Collection methods.		✓				
CO4	Express Quantitative and Qualitative approach and Steps in content analysis.		✓				
CO5	Locate Readership and Circulation surveys like TRP, Audience Research and Exit Polls.	✓					
CO6	Highlight Semiotics of the Mass Media.	✓					

FILM COMMUNICATION II(BAMMC FCO-405)

Course Outcomes

After completing this course, students will be able to:

CO	Course Outcomes	Revised Bloom's Taxonomy Learning Levels					
		R	U	A	N	E	C
CO1	Review regional & international cinema with a deeper understanding of its structure.	✓					
CO2	Examine the process of filmmaking through various stages of production.			✓			
CO3	Determine the importance of renowned filmmakers and their contribution to Indian Cinema.					✓	
CO4	Compare various Film Festivals around the world and their significance.		✓				
CO5	Express emotions through cinema and get inspiration for one's own projects.		✓				

COMPUTERS & MULTIMEDIA - II (BAMMC CMM-406)

Course Outcomes

After completing this course, students will be able to:

CO	Course Outcomes	Revised Bloom's Taxonomy Learning Levels					
		R	U	A	N	E	C
CO1	Use Photoshop essential skills for students working or wanting work in graphic design.			✓			
CO2	Demonstrate software program for every professional in the realm of graphic designing and vector based artwork.						✓
CO3	Operate Indesign is a desktop publishing and layout application for creating books, magazines, flyers, newspapers etc basically contains text and images.						✓
CO4	Execute design for video editing, for content creators and filmmakers to organize and edit video files.						✓
CO5	Implement web concepts, coding language, resolution practices, as well as basic code and design process to build a website.						✓

B.A.M.M.C. (Semester V)

ADVERTISING & MARKETING RESEARCH (BAMMC DRGA-502)

Course Outcomes

After completing this course, students will be able to:

CO	Course Outcomes	Revised Bloom's Taxonomy Learning Levels					
		R	U	A	N	E	C
CO1	Define what are fundamentals of research and steps of the research.	✓					
CO2	Explain sampling for research, types of sampling and its importance to data collection.		✓				
CO3	Demonstrate report writing and differentiate between report formats.			✓			
CO4	Generalize advertising and marketing research and its process.		✓				

AGENCY MANAGEMENT (BAMMC EAAM 1503)
Course Outcomes

After completing this course, students will be able to:

CO	Course Outcomes	Revised Bloom's Taxonomy Learning Levels					
		R	U	A	N	E	C
CO1	Define Agency roles, functions and types of agencies	✓					
CO2	Compare different types of advertising campaigns.			✓			
CO3	Explain Entrepreneurship, sources of capital for startup companies.		✓				
CO4	Demonstrate business plan for setting up an agency.			✓			
CO5	Point out agency compensation and sales promotion management.			✓			

BRAND BUILDING (BAMMC EABB 1502)

Course Outcomes

After completing this course, students will be able to:

CO	Course Outcomes	Revised Bloom's Taxonomy Learning Levels					
		R	U	A	N	E	C
CO1	Define Brand building, brand identity, Brand personality and positioning of the brand.	✓					
CO2	Discuss Brand leveraging strategies, equity models and their importance.	✓					
CO3	Compare brand building through imperative, Global brands and corporate image.			✓			
CO4	Interpret CSR activities used by different brands in the market and their brand life cycle.		✓				

CONSUMER BEHAVIOUR (BAMMC EACB 1507)

Course Outcomes

After completing this course, students will be able to:

CO	Course Outcomes	Revised Bloom's Taxonomy Learning Levels					
		R	U	A	N	E	C
CO1	Interpret the marketing factors that influence consumer behavior and the process of communication with them.		✓				
CO2	Use psychological theories in order to do effective marketing and attract more customers.			✓			
CO3	Articulate different theories associated with perception and learning.			✓			
CO4	Recognize the role of socio-economic and cultural factors that influence consumer behaviour.	✓					
CO5	Realize the importance of models and the process of consumer decision-making.					✓	

COPYWRITING (BAMMC DRGA-501)

Course Outcomes

After completing this course, students will be able to:

CO	Course Outcomes	Revised Bloom's Taxonomy Learning Levels					
		R	U	A	N	E	C
CO1	Develop a creative thinking attitude to further help students to create unique copies.			✓			
CO2	Identify how to write copies for various platforms.			✓			
CO3	Summarize the success of various advertising agencies and the reasons behind it.		✓				
CO4	Experiment with different age groups and what kind of copies should be created for them.			✓			
CO5	Identify the challenges faced by various members of the society to further improve copywriting.			✓			

DIRECT MARKETING & E-COMMERCE (BAMMC EADM 1506)
Course Outcomes

After completing this course, students will be able to:

CO	Course Outcomes	Revised Bloom's Taxonomy Learning Levels					
		R	U	A	N	E	C
CO1	Define basic differences between Advertising and IMC.	✓					
CO2	Identify the accurate budget requirements for a Direct Marketing Campaign.			✓			
CO3	Outline the meaning and understanding of E-commerce businesses.		✓				
CO4	Identify the various payment methods used by E-commerce websites during the growth of Social Media.			✓			

B.A.M.M.C. (Semester VI)

DIGITAL MEDIA (BAMMC DRGA 601)

Course Outcomes

After completing this course, students will be able to:

CO	Course Outcomes	Revised Bloom's Taxonomy Learning Levels					
		R	U	A	N	E	C
CO1	Express the concept of digital media and marketing. its potential, outcome, principles, benefits.					✓	
CO2	Generalize the concept, method and tactics to rank highly on search engine result page.			✓			
CO3	Summarize all key concepts which apply for search engine marketing. to build skills for contextual advertising, organic search rankings and promote website visibility using paid search.		✓				
CO4	Outline the brief concept of each social media channel like Instagram, facebook, linkedIn, twitter and how to promote ads and gather engagement on it.					✓	
CO5	Find how email campaigns are working. which one to tweak and or which one to get rid altogether. teaching the skill to track and drive outcomes.	✓					
CO6	Gather the process of collecting website data and then processing, reporting and analyzing it to create an online strategy for improving the website experience on different platforms.			✓			
CO7	Experiment with the ability to optimize and target the right audience in real time. how to place a product and category on affiliate marketing and achieving desired results and understanding top platforms for it like Amazon, flipkart etc.					✓	
CO8	Classify the difference between An article & blogs, product page & Landing page. tips and principles for writing appealing content that attract a lot of readers.			✓			
CO9	Measure depth about Internet laws and related legal informatics.					✓	

ADVERTISING DESIGN(BAMMC DRGA 602)
Course Outcomes

After completing this course, students will be able to:

CO	Course Outcomes	Revised Bloom's Taxonomy Learning Levels					
		R	U	A	N	E	C
CO1	Describe the process of planning & production of the advertisement.	✓					
CO2	Determine the importance of visual language as an effective way of communication.		✓				
CO3	Judge process of marketing & advertising.	✓					
CO4	Discuss case study where various brands made best ads and worst ads and plan your advertising campaign.		✓				
CO5	Make advertising for different advertising mediums.						✓

ADVERTISING IN CONTEMPORARY SOCIETY(BAMMC EAAC 2601)

Course Outcomes

After completing this course, students will be able to:

CO	Course Outcomes	Revised Bloom's Taxonomy Learning Levels					
		R	U	A	N	E	C
CO1	Define the environment in Contemporary Society with regards to various policies of states.		✓				
CO2	Analyse Liberalisation and its impact on the economy.			✓			
CO3	Describe contemporary advertising in relation to society.			✓			
CO4	Execute an advertising campaign on directives of various countries and their policies.		✓				

MEDIA PLANNING AND BUYING (BAMMC EAMP 2603)

Course Outcomes

After completing this course, students will be able to:

CO	Course Outcomes	Revised Bloom's Taxonomy Learning Levels					
		R	U	A	N	E	C
CO1	Specify knowledge of major media characteristics.	✓					
CO2	Recognize procedures, requirements, and techniques of media planning and buying.	✓					
CO3	Report various media mixes and its implementation.		✓				
CO4	Discuss budget allocation for Media plan and fundamentals.	✓					

ADVERTISING AND SALES PROMOTION(BAMMC EAAS 2604)

Course Outcomes

After completing this course, students will be able to:

CO	Course Outcomes	Revised Bloom's Taxonomy Learning Levels					
		R	U	A	N	E	C
CO1	Identify Nature and importance of sales promotion, Role of Promotion in the Marketing Mix.	✓					
CO2	Review Methods of consumer oriented sales promotion and Methods of Trade oriented sales promotion.	✓					
CO3	Examine Three Consumers oriented sales promotion program. (One each of FMCG, Consumer durable and service).			✓			
CO4	Determine Methods of sales promotion and Short term and long term effects of sales promotions.					✓	

ENTERTAINMENT AND MEDIA MANAGEMENT (BAMMC EAEM 2607)**Course Outcomes**

After completing this course, students will be able to:

CO	Course Outcomes	Revised Bloom's Taxonomy Learning Levels					
		R	U	A	N	E	C
CO1	Specify Nature and importance of the entertainment industry.	✓					
CO2	Determine the key tools to plan an advertising campaign.					✓	
CO3	Review methods of entertainment marketing planning.	✓					
CO4	Examine the outcome of various advertising methods.			✓			