



MARWARI VIDYALAYA SANCHALIT
**SMT. KAMALADEVI GAURIDUTT MITTAL COLLEGE
OF ARTS & COMMERCE**

ISO 9001 : 2015 Certified
Recipient of Asia Pacific Excellence Award



B.A (MASS MEDIA & COMMUNICATION)

PROGRAMME OUTCOMES:-

PO1: A graduate after completion of this course can initially join as a trainee / or as an accountant or as an accounts executive. Graduate professionals can work as freelancers in this field.

PO2: Students would get an opportunity to explore many career paths like Investment and Portfolio management, Stock market, Security analysis, Mutual Fund and Capital Market analysis, Accounting field, financial field etc.

PO3: Learning can impart subject knowledge and it helps to learn the students with e-commerce used in today's Digital age.


SEM-I

PROGRAMME SPECIFIC OUTCOMES:-

PSO1 - The course helps aspirants to acquire knowledge in the field of accounting, taxation, auditing, management, financial accounting, managerial economics, business ethics, business law, business mathematics, research, business communications.

PSO2 - Learners can have careers as financial experts and also develop a better understanding of the markets as this course gives an in-depth understanding of the essential qualities and areas of expertise required for such jobs.




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EFFECTIVE COMMUNICATION-I

COURSE OUTCOME:

After completion of this course the outcome will be as follows :

- CO1:** To close, critical reading information and discursive texts in Marathi Hindi and English
- CO2:** To Effective presentation in writing (concise statement , use of appropriation organization and rhetorical patterns and style) Marathi , Hindi and English
- CO3:** To Efficient oral communication in Marathi, Hindi and English



Principal

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FUNDAMENTALS OF MASS COMMUNICATION -I

COURSE OUTCOME:-

After completion of the course , the outcome will be as follows :-

CO1: To the various aspects of mass communication.

CO2: To develop a critical understanding of mass media, its potentialities and impact.




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INTRODUCTION TO COMPUTERS – I

COURSE OUTCOME:

After completion of the course , the outcome will be as follows :-

CO1: To equip the student with a general understanding of computer basics for everyday use.

CO2: To train them to use this understanding to supplement their presentation skills.

CO3: To equip the student with basic knowledge of use of technology in media industry.




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INTRODUCTION TO ECONOMICS- I

COURSE OUTCOME:

After completion of this course, the outcome will be as follows:

CO1: To the aim of this paper is to introduce the basic concepts of micro & macro economics to first year BMM students.

CO2: To coupled with this, a basic understanding of the Indian economy is crucial for media students.



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INTRODUCTION TO SOCIOLOGY-I

COURSE OUTCOME:

After completion of this course, the outcome will be as follows :

CO 1: To acquaint the student with basic foundation of sociology.

CO2: To establish the relationship between sociology and mass media.



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B.A (MASS MEDIA AND COMMUNICATION)

SEM-II

PROGRAMME SPECIFIC OUTCOMES:-

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PSO2 - Learners can have careers as financial experts and also develop a better understanding of the markets as this course gives an in-depth understanding of the essential qualities and areas of expertise required for such jobs.




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CONTENT WRITING II

COURSE OUTCOME:

After completion of this course the outcome will be as follows :

CO1: To provide students with tools that would help them communicate effectively

CO2: Understanding crisp writing as part of Mass Communication

CO3: The ability to draw the essence of situations and develop clarity of thought.

CO4: To analyze presentation tools and techniques.



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EFFECTIVE COMMUNICATION - II

COURSE OUTCOME:-

After completion of the course , the outcome will be as follows :-

CO1: Define the various components of total cost of a product i.e. direct & indirect cost and fixed & flexible cost.

CO2: Determine various levels of material i.e. reorder level, minimum level, maximum level & EOQ for managing working capital.

CO3: Use methods of time-keeping & time-booking and manage idle & overtime.

CO4: To analyse different types of types of overheads and its classification into various heads and to be able to calculate under and over absorption of overheads.



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FOUNDATION COURSE – II

COURSE OUTCOME:

After completion of this course, the outcome will be as follows :

CO1: To introduce students to the overview of the Indian Society.

CO2: To help them understand the constitution of India.

CO3: To acquaint them with the socio-political problems of India.

CO4: To understand stress and conflicts.




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INTRODUCTION TO ADVERTISING- II

COURSE OUTCOME:

After completion of this course, the outcome will be as follows :

CO 1: To provide the students with a basic understanding of advertising, growth, importance and types.

CO2: To understand effective advertisement campaigns, tools, models etc.

CO3: To comprehend the role of advertising, various departments, careers and creativity

CO4: To provide students with various advertising trends, and the future.



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INTRODUCTION TO JOURNALISM- II

COURSE OUTCOME:

After completion of this course, the outcome will be as follows:

CO1: To help media students to acquaint themselves with an influential medium of journalism that holds the key to opinion formation & to create awareness.

CO2: To understand the process of news.

CO3: The ability to chalk out the changing face of Journalism.

CO4: To provide students with a practical understanding of Journalism.



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MEDIA GENDER & CULTURE- II

COURSE OUTCOME :

After completion of this course, the outcome will be as follows :

- CO1:** To discuss the significance of culture and the media industry.
- CO2:** To understand the association between the media, gender and culture in the society.
- CO3:** To stress the changing perspectives of media, gender and culture in the globalised era.
- CO4:** To analyze the global, local consumer and current trends.



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SEM-III

PROGRAMME SPECIFIC OUTCOMES:-

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INTRODUCTION TO ADVANCE COMPUTERS-III

COURSE OUTCOME:

After completion of this course the outcome will be as follows :

CO1: To Equip the students with a understanding of industry knowledge required to make a career in the field of print and Advertising, Digital Marketing, Television media, Film ect.

CO2: To train them with the software knowledge required in the above mentioned industries.



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UNDERSTANDING CINEMA - III

COURSE OUTCOME:-

After completion of the course , the outcome will be as follows :-

CO1: To the paper takes a holistic approach giving sufficient insight to the students seeking diverse careers and certain specific knowhow of films

CO2: To this papers should aim to sensitize the students towards cinema as a medium of mass communication and help them become critical viewers of movies today.

CO3: To the students should get to study the similarities and differences between various movies culture.



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CULTURAL STUDIES -III


COURSE OUTCOME:

After completion of the course , the outcome will be as follows :-

CO1: To Create awareness on cultural theories and its relevance in media

CO2: To discuss the importance of culture studies and its role in mass media.




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INTRODUCTION TO CREATIVE WRITING – III

COURSE OUTCOME:

After completion of this course, the outcome will be as follows :

CO1: To encourage students to read stories, poems , plays

CO2: To develop further and build upon the writing and analytical skills acquired in semesters I &II



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INTRODUCTION TO PUBLIC RELATIONS – III

COURSE OUTCOME:

After completion of this course, the outcome will be as follows :

CO1: To prepare students for effective & ethical public communication on behalf of organisations.

CO2: To help students acquire basic skills in the practical aspects media relations and crisis management.




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SEM-IV

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MASS MEDIA RESEARCH-IV

COURSE OUTCOME:

After completion of this course the outcome will be as follows :

CO1: To introduce students to debates in research approaches and equip them with tools to carry on research

CO2: To understand the scope and techniques of media research, their utility and limitations



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UNDERSTANDING CINEMA - IV

COURSE OUTCOME:-

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CO1: To help media students to acquaint themselves with an influential media of journalism which holds the key to opinion formation & creative awareness.




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PRINT PRODUCTION AND PHOTOGRAPHY - IV

COURSE OUTCOME:

After completion of the course , the outcome will be as follows :-

CO1: To help students understand the principles and practice of photography.

CO2: To enable students to enjoy photography as an art




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ORGANISATIONAL BEHAVIOUR – IV

COURSE OUTCOME:

After completion of this course, the outcome will be as follows :

CO1: To impart knowledge of the basic concepts and facets of organisational behaviour.

CO2: To highlight the role of psychological factors & process at work.



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TV RADIO – IV

COURSE OUTCOME:

After completion of this course, the outcome will be as follows :

CO1: To acquaint students with the working of two powerful media ie radio and television.

CO2: To the content is useful for both advertising and journalism students in order to further their careers in their respective fields.




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TEACHING LEARNING OBJECTIVES – IV

COURSE OUTCOME:

After completion of this course, the outcome will be as follows :

- CO1: To introduce students to the basic steps in advertising.
CO2: To help students understand the creation of an ad campaign.
CO2: To understand the structure of an ad agency.



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SEM-V

PROGRAMME SPECIFIC OUTCOMES:-

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MEDIA PLANING AND BUYING-V

COURSE OUTCOME:

After completion of this course the outcome will be as follows :

CO1: To develop knowledge of various characteristics of media.

CO2: To understand procedures requirements and techniques of media planning and buying.

CO3: To learn the various media mix and its implementation



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BRAND BUILDING - V

COURSE OUTCOME:-

After completion of the course , the outcome will be as follows :-

CO1: To study the concept of brands.

CO2: To study the process of building brands.

CO2: To study its importance to the consumer and advertisers.



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ADVERTISING IN CONTEMPORARY SOCIETY - V

COURSE OUTCOME:

After completion of the course , the outcome will be as follows :-

CO1: To understand the environment in contemporary society.

CO2: To understand liberalisation and its impact on the economy.



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CONSUMER BEHAVIOUR – V

COURSE OUTCOME:

After completion of this course, the outcome will be as follows :

CO1: To understand role of marketer & the consumer in advertising.

CO2: To understand role of marketing in influencing consumer behaviour.




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COPY WRITING – V


COURSE OUTCOME:

After completion of this course, the outcome will be as follows :

CO1: To familiarize the students with the concept of copywriting as selling through writing

CO2: To learn the process of creating original, strategic, compelling copy for various media.




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AD DESIGN – V

COURSE OUTCOME:

After completion of this course, the outcome will be as follows :

CO1: To the students understand the process of planning & production of advertisement.

CO2: To highlight the importance of visual communication.

CO2: To provide practical training in the field of advertising.




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EDITING – V

COURSE OUTCOME:

After completion of this course, the outcome will be as follows :

CO1: To as an important segment of newspaper production, editing is a vital function. The syllabus lays stress on language skill improvement.

CO2: To it aims at orienting student to gain more practical knowledge in the print media scenario.

CO2: To syllabus encompasses the current trends of digital media as well as writing for e- editions of papers.



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REPORTAING – V

COURSE OUTCOME:

After completion of this course, the outcome will be as follows :

CO1: To enable students to become reporters ,which is supposed to be a prerequisite while entering into the field of journalism. to make them understand basic ethos of the news-gathering .

CO2: To prepare them to write or present the copy in the format of news.




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JOURNALISM AND PUBLIC OPINION PAPER – V

COURSE OUTCOME:

After completion of this course, the outcome will be as follows :

- CO1: To assess the importance of the media vis a vis the public.
CO2: To project a fair idea of the media in creating and influencing public opinion.
CO3: To analyze the impact of the media an public opinion on socio political issues.




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INDIAN REGIONAL JOURNALISM – V

COURSE OUTCOME:

After completion of this course, the outcome will be as follows :

- CO1: To study of the history and role of indian press other than in english
CO2: To understand the contribution and role of certain publications and stalwarts.
CO3: To analyze the impact of the media an public opinion on socio political issues.



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NEWSPAPER & MAGAZINE MAKING – V

COURSE OUTCOME:

After completion of this course, the outcome will be as follows :

CO1: To study the design ,element of the newspaper and magazine.

CO2: To study space distribution.

CO3: To get exposure to design software such as quark express



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B.A (MASS MEDIA AND COMMUNICATION)

PROGRAMME OUTCOMES:-

PO1: A graduate after completion of this course can initially join as a trainee / or as an accountant or as an accounts executive. Graduate professionals can work as freelancers in this field.

PO2: Students would get an opportunity to explore many career paths like Investment and Portfolio management, Stock market, Security analysis, Mutual Fund and Capital Market analysis, Accounting field, financial field etc.

PO3: Learning can impart subject knowledge and it helps to learn the students with e-commerce used in today's Digital age.

SEM-VI

PROGRAMME SPECIFIC OUTCOMES:-

PSO1 - The course helps aspirants to acquire knowledge in the field of accounting, taxation, auditing, management, financial accounting, managerial economics, business ethics, business law, business mathematics, research, business communications.

PSO2 - Learners can have careers as financial experts and also develop a better understanding of the markets as this course gives an in-depth understanding of the essential qualities and areas of expertise required for such jobs.



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CONTEMPORARY ISSUES-VI

COURSE OUTCOME:


After completion of this course the outcome will be as follows :

CO1: To understand and analyse some of the present day environment, political, economic and social concerns and issues.

CO2: To highlight the importance of human rights and its implementation in India.

CO3: To understand the present day problems and challenges and its implications on development.




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FINANCIAL MANAGENENT FORMARETING & ADVERTISING - VI

COURSE OUTCOME:-

After completion of the course , the outcome will be as follows :-

CO1: To provide a brief over view of the basic concepts goals, functions and type of finance available for new and existing business and marketing units.

CO2: To enable the understanding of the need for financial planning through budgets and their benefits.

CO2: To enable students to evaluate the financial implications of marketing decisions through simple analytical tools.



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AGENCY MANAGEMENT - VI

COURSE OUTCOME:

After completion of the course , the outcome will be as follows :-

CO1: To acquire the students with concepts techniques for developing an effective advertising campaign.

CO2: To familiarize students with the different aspects of running an ad agency.

CO2: To inculcate competencies to undertake professional work in the field of advertising.



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ADVERTISING & MARKETING RESEARCH – VI

COURSE OUTCOME:

After completion of this course, the outcome will be as follows :

CO1: To inculcate the analytical abilities and research skills among the students.

CO2: To understand research methodologies - qualitative vs quantitative.

CO3: To discuss the foundations of research and audience analysis that is imperative to successful advertising.

CO4: To understand the scope and techniques of advertising and marketing research, and their utility.



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LEGAL ENVIRONMENT & ADVERTISING ETHICS – VI

COURSE OUTCOME:


After completion of this course, the outcome will be as follows :

CO1: To acquaint student to the legal environment in contemporary india highlight the relevance of the same with reference to advertising media.

CO2: To emphasis & reiterate the need to have ethical practices in the field of advertising media both in India & internationally.

CO3: To appreciate the role of advertising in contemporary consumerism, the need for consumer awareness & consumer protection.




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DIGITAL MEDIA – VI

COURSE OUTCOME:

After completion of this course, the outcome will be as follows :

- CO1: understand digital marketing platform.
- CO2: To understand the key goals and stages of digital campaigns.
- CO3: To understand the use of key digital marketing tools.



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PRESS LAWS AND ETHICS – VI

COURSE OUTCOME:

After completion of this course, the outcome will be as follows :

CO1: To study media laws.

CO2: To understand media.



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BROADCAST JOURNALISM – VI

COURSE OUTCOME:

After completion of this course, the outcome will be as follows :

CO1: development of broadcast journalism to understand the .

CO2: To introduce the importance of regional journalism.

CO3: To learn to write in broadcast style conforming to the ethical and practical principal that guide it.



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BUSINESS & MAGAZINE JOURNALISM – VI

COURSE OUTCOME:

After completion of this course, the outcome will be as follows :

CO1: understand the tools of business journalism and an overview of the economy.

CO2: To study the magazine sector and its specialisation.




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NEWS MEDIA MANAGEMENT – VI

COURSE OUTCOME:


After completion of this course, the outcome will be as follows :

CO1: To make students aware about the responsibilities, structure and functioning of responsibility of an organisation .

CO2: To students will be able to analyze individual media business and understand the economic drivers of the media economy.

CO3: To students will developed hands -on experience as content marketers using journalistic and digital techniques.




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