

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

ISO 9001 : 2015 Certified

Recipient of Asia Pacific Excellence Award



FY BAMMC Sem 1

PROGRAMME OUTCOMES (POs):

- PO1:** Understand core concepts of communication, media, and journalism.
- PO2:** Learn technical and creative skills in visual, digital, and print media.
- PO3:** Analyze contemporary social, political, and cultural issues.
- PO4:** Develop ethical and responsible communication practices.
- PO5:** Prepare students for media careers, content creation, and public relations.

EVALUATION OF COMMUNICATION

- CO1:** Understand communication models and evaluation techniques.
- CO2:** Learn feedback mechanisms and message effectiveness.
- CO3 :** Analyze real-life communication scenarios.
- CO4 :** Apply communication evaluation in media settings.

FUNDAMENTALS OF MASS COMMUNICATION

- CO1:** Learn the principles of mass communication.
- CO2:** Understand various forms of media – print, electronic, and digital.
- CO3 :** Analyze the impact of media on society.
- CO4 :** Study media evolution and global media trends.

CONTEMPORARY AFFAIRS

- CO1:** Stay updated with national and international news.
- CO2:** Analyze socio-political and economic developments.
- CO3 :** Understand media responsibility in current events.
- CO4 :** Encourage informed opinions and critical thinking.

CASE STUDIES IN MANAGEMENT

- CO1:** Learn decision-making through business case studies.
- CO2:** Analyze management problems and solutions.
- CO3 :** Apply theoretical knowledge in practical situations.
- CO4 :** Build analytical and problem-solving skills.

WEB DESIGN

- CO1:** Learn basics of HTML, CSS, and website structure.
- CO2:** Create simple, user-friendly web pages.
- CO3 :** Understand web aesthetics and functionality.
- CO4 :** Develop digital portfolios and blogs.

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VISUAL COMMUNICATION

- CO1: Understand the elements and principles of design.
- CO2: Learn to convey messages visually.
- CO3 : Analyze visual media like ads, posters, and films.
- CO4 : Apply design thinking to media content.

INTRODUCTION TO COMPUTER I

- CO1: Learn the fundamentals of computer operation and MS Office tools.
- CO2: Understand file management, internet use, and data storage.
- CO3 : Gain hands-on computer skills.
- CO4 : Apply computer knowledge in media and journalism tasks.

COMMUNICATION SKILLS IN ENGLISH

- CO1: Develop grammar, vocabulary, and spoken English skills.
- CO2: Learn business writing and professional email etiquette.
- CO3 : Build confidence in group discussions and interviews.
- CO4 : Improve pronunciation, clarity, and fluency.

FOUNDATION OF BEHAVIOURAL SKILLS

- CO1: Understand human behavior and personality traits.
- CO2: Build self-confidence and motivation.
- CO3 : Enhance teamwork and conflict resolution abilities.
- CO4 : Apply behavioral skills to real-life situations.

INDIAN KNOWLEDGE SYSTEM SERIES (GENERIC)

- CO1: Study Indian values, scriptures, and knowledge systems.
- CO2: Learn life skills through ancient Indian wisdom.
- CO3 : Apply cultural learning to media ethics and content.
- CO4 : Promote national identity and traditional knowledge.

INTRODUCTION TO CULTURAL ACTIVITIES

- CO1: Understand the significance of cultural events and their role in holistic development.
- CO2: Learn to organize and manage college-level cultural programs.
- CO3 : Develop skills in planning, teamwork, and coordination.
- CO4 : Appreciate diversity through participation in cultural expressions.

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FY BAMMC(Sem 2)

OVERVIEW OF PRINT PRODUCTION

COURSE OUTCOME:

- CO1: Understand the fundamental concepts of print media and production techniques.
- CO2: Explore various stages in print production from designing to publishing.
- CO3: Learn the importance of layout, typography, and color in print media.
- CO4: Develop basic print media project handling skills.

BASIC RADIO AND TELEVISION

COURSE OUTCOME:

- CO1: Gain knowledge of basic functioning of radio and television as mass communication tools.
- CO2: Learn scripting, production and presentation skills.
- CO3: Understand technical and creative aspects of broadcasting.
- CO4: Develop teamwork and on-air confidence.

INTRODUCTION TO NEW MEDIA

COURSE OUTCOME:

- CO1: Understand the evolution and components of new media.
- CO2: Explore tools and platforms of digital communication.
- CO3: Analyze the impact of new media on society and communication.
- CO4: Apply digital skills in content creation and media sharing.

HISTORY OF MEDIA

COURSE OUTCOME:

- CO1: Understand the historical development of media from traditional to modern.
- CO2: Study key events, inventions, and figures in media history.
- CO3: Analyze how history has shaped today's communication channels.
- CO4: Appreciate the social and political role of media evolution.

LEADERSHIP MANAGEMENT

COURSE OUTCOME:

- CO1: Understand leadership styles, theories, and practices.
- CO2: Learn effective decision-making and team building skills.
- CO3: Apply leadership principles in workplace scenarios.
- CO4: Develop self-awareness and interpersonal effectiveness.

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SOCIAL MEDIA MARKETING

COURSE OUTCOME:

- CO1:** Understand the fundamentals of social media and digital platforms.
- CO2:** Learn to create and manage marketing content across platforms.
- CO3:** Gain skills in engagement strategy, analysis, and campaign management.
- CO4:** Analyze trends and apply them to business goals.

TRANSLATION SKILLS

COURSE OUTCOME:

- CO1:** Understand basic concepts of translation and interpretation.
- CO2:** Translate various texts accurately and meaningfully.
- CO3:** Learn the challenges of language, culture, and context in translation.
- CO4:** Improve language proficiency and communication clarity.

INTRODUCTION TO COMPUTER II

COURSE OUTCOME:

- CO1:** Enhance understanding of advanced computer functions and software.
- CO2:** Learn about the internet, email, spreadsheets, and databases.
- CO3:** Apply computer skills in academic and professional contexts.
- CO4:** Build confidence in using technology efficiently.

HINDI

COURSE OUTCOME:

- CO1:** Understand the structure and richness of Hindi language.
- CO2:** Improve reading, writing, and communication skills.
- CO3:** Appreciate Hindi literature and its cultural value.
- CO4:** Apply language skills in practical and academic fields.

.CO-CURRICULAR ACTIVITIES

COURSE OUTCOME:

- CO1:** Develop leadership, teamwork, and organizational skills through various activities.
- CO2:** Enhance creativity, confidence, and public speaking abilities.
- CO3:** Promote holistic personality development beyond academics.
- CO4:** Encourage participation in cultural, sports, and social service programs.

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VEC – INDIAN CONSTITUTION

COURSE OUTCOME:

CO1: Understand the history and philosophy of the Indian Constitution.

CO2: Learn about fundamental rights, duties, and directive principles.

CO3: Study the structure and powers of the Legislature, Executive, and Judiciary.

CO4: Develop awareness about citizenship, democracy, and constitutional values.