



JAI HIND COLLEGE

Basantsing Institute of Science & J. T. Lalvani College of Commerce.
and Sheila Gopal Raheja College of Management.

Autonomous

Program Name: B.A in Multimedia and Mass Communication (BAMMC)

PROGRAM OBJECTIVES

PO1: Train students for industry-ready proficiency, equipped with the skills and knowledge necessary to excel in diverse roles within the media sector, meeting the demands of the job market effectively.

PO2: Make them skills to critically analyze various media-related research and communication problems, taking into account historical, cultural, and societal contexts

PO3: Inculcate knowledge on foundational knowledge learnt in fundamental subjects to examine diverse media-related challenges and formulate solutions.

PO4: Train students to effective media strategies that consider safety, ethics, audience engagement, and societal impact while effectively utilising modern tools and technologies.

PO5: Sensitize the value of practice of lifelong learning, consistently evaluating and updating their knowledge and skills in response to evolving trends and technologies in mass media

PO6: Make them aware about complex media problems through scientific reasoning and data analysis in the fields of advertising, journalism, and media management.

PO7: Train the students about modern media tools, resources, and softwares relevant to the fields of mass communication and media studies.

PO8: Make them aware Locate societal and ethical concerns by understanding civic responsibilities in societal and environmental contexts, applying principles and norms of media development while producing and disseminating content.

PO9: Sensitize them with professional ethics and norms in the fields of journalism, advertising, and media management, maintaining high standards of integrity and accuracy in their work.

PO10: Graduates will employ their skills effectively, whether working individually or within diverse teamwork settings, exemplifying the collaborative essence of media production and management.

COURSE OUTCOMES

CO1: CO1 Develop various aspects of oral communication by nurturing skills in various streams of communication like presentation, anchoring, viva voce, interview, public speaking, skits/plays, panel discussions, voice over, elocution, debates & group discussion and Construct and develop the ability to write from formal, informal and creative requirements and brief.

CO2: Analyse various scopes, concepts, laws & functions of economics and identify its application in modern day economy.

CO3: Demonstrate the various basic workings of a computing system and its various programmes and software.

CO4: Identify various models, functions and barriers of mass communication and its

CO5: To implementl various historical events at global, national, regional level and the role of media in these events.

CO6: Define sociology and describe various sociological perspectives along with its essence.

CO7: Describe the practical aspects of the various methods of communication and its application.

CO8: Describe and illustrate the usage of various pillars of online marketing.

CO9: To describe various branches of psychology and have a comprehensive understanding of human psychology and its interrelation in media.

CO10: State various forms of literature and examine its essence in communication.

CO11: Explain different approaches to politics in the media and design fresh political campaigns from a promotional perspective.

CO12: Describe various concepts, trends, models, environment, strategies, and theories of marketing.

CO13: To summerize the essence of PR as a practical discipline within the organisation; be aware of its functions, strategies and particular techniques.

CO14: Identify, analyse, and address the specific structural location of cultural issues and debates, and propose creative and effective interventions.

CO15: To apply the complex relationship between communication/media theories and a diverse set of individual, social, and professional practices.

CO16 To understand film exposure, print development and print presentation.

CO17: To identify, analyse, and use the elements of literary craft appropriate for their chosen writing genre.

CO18: To describe the primary functions of management and the roles of managers.

CO19: To solve problems related to the fundamentals of creative communications & marketing research.

CO20 apply Knowledge about the real-time in regional, national & international news media industries.

CO21 Analyse the integration of two broad broadcast mediums & its functions. CO22 Exercise the practice of research in producing and managing media products.

CO23 Exhibit professional ethics and behaviour to meet the prerequisite standards of the multi-national media industry.

CO24 Analyses creative communication in various forms of cinema.

CO25 Develop a strong understanding of news reporting fundamentals, including news values, accuracy, balance, objectivity, and verification.

CO26: Develop comprehensive editing skills, including rewriting, language improvement, and error identification, suitable for print and digital media.

CO27: Frame theories on key media and their influence on public opinion formation.

CO28: Distinguish between various types of news content, including 'hard' news, 'soft' news, and features, and understand how these distinctions are evolving.

CO29: Gain an in-depth understanding of the historical development and significance of regional journalism in India, including its role in the freedom movement and social reforms.

CO30 Gain proficiency in formatting and structuring newspaper and magazine content, including the use of relevant software tools.

CO31 Develop a strong foundation in press law and ethics, enabling them to make informed and ethical decisions in their journalism and media careers.

CO32: Understand the impact of global communication theories on contemporary media landscapes.

CO33 Develop proficient skills in content creation for radio and television, encompassing scriptwriting and production techniques.

CO34 Acquire a comprehensive understanding of business journalism, including financial systems, regulatory institutions, and the role of modern technology in the banking sector.

CO35 Understand the inner workings of news media organisations, including their structures, ideologies, and management practices.

CO36: Gain a deep understanding of contemporary socio-economic and cultural issues that shape global and Indian society, fostering awareness and grounding in these complex topics.

CO37: Gain a comprehensive understanding of digital media, covering its principles, key concepts, and marketing objectives.

CO38: Solve complex marketing communication problems by designing effective layouts of advertising.

CO39: Apply possessed knowledge of research fundamentals to improve marketing communication.

CO40 Demonstrate an understanding of the vast scope of brand building and its functions.

CO41 Demonstrate the diverse knowledge of the correlation between sociology and creative marketing campaigns.

CO42: Demonstrate the understanding of the demographic & psychographic of various target groups.

CO43 Exhibit creativity and communication skills to produce impeccable advertising copies.

CO44: Gain a deep understanding of contemporary socio-economic and cultural issues that shape global and Indian society, fostering awareness and grounding in these complex topics.

CO45: Gain a comprehensive understanding of digital media, covering its principles, key concepts, and marketing objectives.

CO46: Exhibit the understanding of marketing objectives and market trends.

CO47: Demonstrate an understanding of every dimension of the agency and the business environment of the industry.

CO48: Exhibit the professional ethics and understanding of the business environment of the marketing industry.

CO49: Demonstrate an understanding of every dimension of the legal environment of the advertising agencies.

CO50: Demonstrate an understanding of finance and the dynamics of the media industry.

