

Bachelor of Arts in Multimedia and Mass Communication — B.A.M.M.C. (NEP 2020)

SEMESTER 3

Course Code	Course Name	COs
1463111	Electronic Media	<p>Students will be able to:</p> <ol style="list-style-type: none">1. Identify and explain various electronic media formats and their functions across radio, television, and digital platforms.2. Demonstrate the ability to plan, produce, and edit basic audio-visual content for media applications.3. Analyze societal impact of electronic media and apply industry-relevant skills for content creation, broadcasting, and digital communication.
1463112	IKS in Communication & Media	<p>Students will be able to:</p> <ol style="list-style-type: none">1. Identify and explain core concepts of Indian Knowledge Systems and their historical relevance in communication.2. Analyze & apply traditional communication methods within modern media contexts to create culturally rooted content.3. Develop an appreciation for indigenous narratives and demonstrate the ability to integrate IKS into media planning, storytelling, and advocacy.
1463113	Film Communication – I	<p>Students will be able to:</p> <ol style="list-style-type: none">1. Demonstrate understanding of film as a medium of visual communication and its evolution across genres and cultures.2. Analyze film language such as shot composition, editing, sound, and mise-en-scène to interpret meaning.

		<p>3. Critically evaluate films using theories from media and cultural studies.</p> <p>4. Apply cinematic techniques in planning and producing short films or media content.</p> <p>5. Understand how film shapes public opinion, culture, and contemporary media practices.</p>
1463211	Introduction to Advertising	<p>Students will be able to:</p> <ol style="list-style-type: none"> 1. Describe the purpose, types, and components of advertising in various contexts. 2. Discuss the ethical, legal, and cultural considerations involved in advertising practices. 3. Identify and explain the tools and techniques used in integrated marketing communication. 4. Create basic advertising content such as ad copy, storyboards, slogans, and campaign ideas.
1463212	Basics of Copywriting	<p>Students will be able to:</p> <ol style="list-style-type: none"> 1. Identify the role and responsibilities of a copywriter. 2. Explain basic concepts and techniques in copywriting and creative thinking. 3. Generate advertising ideas using brainstorming, imagination, and observation. 4. Develop creative mindsets and discover “Big Ideas” behind successful ad campaigns. 5. Write a compelling copy that aligns with different brand voices and tones. 6. Use storytelling and emotional appeals to influence target audiences.
1463213	Introduction to Journalism	<p>Students will be able to:</p>

		<ol style="list-style-type: none"> 1. Understand the fundamental principles, history, and evolution of journalism, both globally and within India. 2. Identify and differentiate between various forms and styles of journalism, including print, broadcast, and digital media. 3. Analyze the role of journalism in a democratic society and its impact on public opinion and policy. 4. Develop basic reporting and writing skills suitable for different media platforms. 5. Critically assess contemporary issues and challenges in journalism, including ethical considerations and the influence of technology.
1463214	Feature Writing	<p>Students will be able to</p> <ol style="list-style-type: none"> 1. Develop effective narration and storytelling techniques. 2. Generate and structure compelling story ideas. 3. Demonstrate awareness and sensitivity towards issues of deprivation through writing assignments. 4. Use writing as a tool to highlight social issues and promote social justice.
1253313	Green Marketing	<p>Students will be able to</p> <ol style="list-style-type: none"> 1. Understand and explain the concepts, evolution, and principles of green marketing and distinguish it from traditional marketing. 2. Apply green marketing strategies, including the green marketing mix, ethical practices, and stakeholder-oriented approaches in business contexts. 3. Evaluate green marketing policies, frameworks, and industry case studies, including sustainable practices and e-waste management.

		4. Develop environmentally responsible marketing solutions and identify future trends and career opportunities in the field of green marketing.
1463411	Introduction to Photography	Students will be able to: 1. Demonstrate understanding of camera operations, exposure, and core photographic techniques. 2. Apply principles of visual storytelling to capture meaningful images across genres. 3. Analyze and critique photographs using technical, artistic, and conceptual frameworks.
2513511	हिन्दी भाषा : व्यावहारिक प्रयोग (AEC – Hindi)	विद्यार्थी सक्षम होंगे कि: 1. विद्यार्थियों को भाषा हिंदी का ज्ञान प्राप्त होगा एवं दक्षता प्राप्त होगी। 2. विद्यार्थियों को भाषा हिंदी के व्याकरणिक प्रयोग की जानकारी प्राप्त होगी। 3. विद्यार्थियों को हिंदी में संज्ञा आदि का ज्ञान प्राप्त होने के साथ भाषा के शुद्ध एवं व्यावहारिक रूप का ज्ञान होगा। 4. विद्यार्थियों को कारक, वाक्य रचना एवं भाषिक कौशलों का ज्ञान प्राप्त होगा।
2513513	Marathi : लेखन कौशल्ये – २ महाजालावरील लेखन	विद्यार्थी सक्षम होतील की: १. विद्यार्थ्यांना महाजालावरील लेखन कौशल्याचे स्वरूप समजेल. २. विद्यार्थ्यांना महाजालावर प्रभावी लेखन करण्यासाठी आवश्यक तंत्रांचा परिचय होईल. ३. विद्यार्थ्यांना नेहमीच्या पठडीतील लेखन व महाजालावरील लेखन यांमधील साम्य-भेद स्पष्ट होतील.

		४. विद्यार्थ्यांमध्ये विविध सामाजिक माध्यमस्थळांवर लेखन करण्यासाठी आवश्यक कौशल्ये व क्षमता विकसित होतील.
2523625	Field Project	<p>Students will be able to:</p> <ol style="list-style-type: none"> 1. Apply concepts learned in classrooms to real-world socioeconomic conditions enhancing their understanding and skills. 2. Show insights into the challenges, opportunities and culture of socioeconomic diversity, preparing them for future role as responsible citizens. 3. Demonstrate evidence of research aptitude and skills of critical thinking, analytical skills, and ethical research conduct in field work. 4. Display problem-solving abilities in making informed decisions in complex scenarios through practical situations. 5. Work in teams and collaborate to achieve common goals in the work field environments through collaborative efforts. 6. Show integrity in their dealings with their work and the people that they interact with by upholding professional; principles and ethical standards.
2523616	Work Extension - (DLLE)	<p>Students will be able to:</p> <ol style="list-style-type: none"> 1. Understand the purpose, scope, and importance of extension work under NEP 2020. 2. Participate actively in training sessions and orientation programs related to extension activities.

		<ol style="list-style-type: none"> 3. Identify community needs and engage in awareness activities on selected social themes. 4. Demonstrate teamwork, leadership, and communication skills during group activities and events. 5. Apply creativity through report writing, poster-making, PPT preparation, and short video creation. 6. Participate in seminars, competitions, rallies, field visits, surveys, and cultural performances. 7. Contribute to community development through social awareness, skill development, and outreach programs. 8. Gain confidence through stage performances, presentations, and interaction during Q&A or interviews. 9. Develop social responsibility, empathy, and civic engagement through practical involvement. 10. Reflect on their learning by preparing assignments, reports, and performance presentations.
<p style="text-align: center;">2523620</p>	<p style="text-align: center;">Study of Indian Social Reformers (National Service Scheme)</p>	<p>Students will be able to:</p> <ol style="list-style-type: none"> 1. Understand the history of social work and Indian social reformers. 2. Describe key contributions of major Indian reformers. 3. Develop communication and other soft skills for NSS activities. 4. Apply life skills like problem-solving, empathy, and self-awareness. 5. Connect reformers' ideas to current social issues.

2523612	Introduction to Sports Training & Tests and Measurement (Sports)	<p>Students will be able to:</p> <ol style="list-style-type: none"> 1. Understand and apply the principles of sports training. 2. Identify and differentiate between various training methods. 3. Develop effective exercise plans and training schedules. 4. Evaluate the impact of training on performance enhancement.
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SEMESTER 4

Course Code	Course Name	COs
1464111	Mass Media Research	<p>Students will be able to:</p> <ol style="list-style-type: none"> 1. Explain relevance and process of research in mass media contexts. 2. Identify and apply appropriate research designs and methodologies. 3. Construct research tools and apply sampling methods. 4. Conduct basic content analysis and interpret media data. 5. Understand TRPs, readership surveys, and other media research applications. 6. Analyze media messages using semiotic tools and present findings in structured reports.

1464112	Indian Legal Environment & Ethics	<p>Students will be able to:</p> <ol style="list-style-type: none"> 1. Understand major laws, regulations, and legal institutions influencing media in India. 2. Recognize ethical responsibilities of media professionals and apply principles of responsible journalism and communication.
1464113	Film Communication – II	<p>Students will be able to:</p> <ol style="list-style-type: none"> 1. Demonstrate an understanding of film as a medium of visual communication and its evolution across genres, styles, and cultures. 2. Analyze the components of film language—such as shot composition, editing, sound, and lighting—to interpret meaning and emotion. 3. Critically evaluate films using established theories and frameworks from media, communication, and cultural studies. 4. Apply cinematic techniques and storytelling methods in the conceptualization and production of short films or media content. 5. Explore the role of film in shaping public opinion, culture, and identity, and its impact on contemporary media and communication practices.
1464211	Globalisation and Advertising	<p>Students will be able to:</p> <ol style="list-style-type: none"> 1. Explain how globalisation influences advertising strategies, consumer behavior, and brand communication across international markets.

		<p>2. Identify and apply principles of cross-cultural communication to create culturally sensitive and effective advertising messages.</p> <p>3. Compare and contrast global, local, and glocal advertising strategies, and assess their suitability for different markets.</p> <p>4. Evaluate international media options and plan media strategies for global advertising campaigns.</p>
1464212	Reporting and Editing	<p>Students will be able to:</p> <ol style="list-style-type: none"> 1. Cover and report on a range of subjects including crime, politics, business, sports, science, agriculture, and lifestyle with clarity and journalistic integrity. 2. Differentiate between primary and secondary sources, and verify facts using professional journalistic standards. 3. Create headlines that reflect the tone and content of a story while following layout constraints and design principles.
1254313	Neuromarketing	<p>Students will be able to:</p> <ol style="list-style-type: none"> 1. Understand the principles and significance of neuromarketing in consumer behavior analysis.

		<p>2. Apply neuroscientific tools to evaluate consumer decision-making processes.</p> <p>3. Utilize sensory and emotional marketing techniques for brand engagement.</p> <p>4. Develop marketing strategies that counteract cognitive biases and enhance consumer experiences.</p> <p>5. Assess the effectiveness of neuromarketing strategies through appropriate performance metrics.</p>
1464411	Writing & Editing for Media	<p>Students will be able to:</p> <p>1. Demonstrate proficiency in writing news stories, features, and other media content with clarity, accuracy, and adherence to journalistic norms.</p> <p>2. Apply editing techniques to improve structure, style, grammar, and factual accuracy in media content.</p> <p>3. Analyze and adapt writing for different platforms and audiences, including print, online, and broadcast media.</p>
2514515	Communication Skills in English II	<p>Students will be able to:</p> <p>1. Understand and interpret any text they are reading from different perspectives.</p> <p>2. Arouse the interest of learners in listening to and watching good quality audio and visual media.</p>

		<p>3. Acquire proficiency in the skills of listening; speaking, reading and writing that will help them meet the challenges of the world.</p> <p>4. Develop good oral and written skills of communication in the English language.</p>
2522617	Youth and Disaster Management (National Service Scheme)	<p>Students will be able to:</p> <ol style="list-style-type: none"> 1. Explain types and characteristics of natural and man-made disasters. 2. Demonstrate understanding of disaster preparedness and risk reduction. 3. Describe key components of disaster management (mitigation, response, relief, rehabilitation, reconstruction). 4. Apply disaster management concepts to real-life community scenarios. 5. Evaluate the role of youth in disaster preparedness and response.
2522614	Advanced Sports Training and Performance Evaluation (Sports)	<p>Students will be able to:</p> <ol style="list-style-type: none"> 1. Gain practical knowledge of sports training principles and methods. 2. Develop the ability to conduct, evaluate, and interpret various fitness and

		<p>skill-based tests.</p> <ol style="list-style-type: none"> 3. Learn to design and implement personalized and professional training programs. 4. Acquire experience in organizing and volunteering in sports and fitness events. 5. Understand the role of psychological, fitness, and skill tests in enhancing performance.
<p>2522621</p>	<p>Extension Work (DLLE)</p>	<p>Students will be able to:</p> <ol style="list-style-type: none"> 1. Identify and engage with key social, environmental, and health issues in local communities. 2. Apply practical skills in organizing and participating in community activities like workshops and seminars. 3. Develop leadership, teamwork, and communication skills through extension work. 4. Integrate multidisciplinary knowledge in real-life community settings. 5. Participate in skill-building and vocational training for career readiness.

		<ol style="list-style-type: none">6. Foster a sense of social responsibility and contribute to community development.7. Collaborate effectively with peers in community projects and group activities.8. Use media and technology (e.g., videos, posters) to raise awareness and drive social change.9. Reflect on and evaluate the impact of community engagement activities.10. Connect theoretical learning with practical experience in community-based projects.
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