

Outcomes Based Education (OBE) Document

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

Class: F.Y.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.

F.Y.B.A.M.M.C. (SEMESTER : I)**Subject Name : Major - Evolution of Communication (MJ-EOC)****Subject Code : 1461111****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	To explore the history of communication from pre-historic styles to modern technologies		✓				
CO2	To identify techniques and media used in graphic art.	✓					
CO3	To understand the influences of historic media styles in present day communication		✓				
CO4	To study the evolution of language and other communicative behaviors in humans and other species		✓				

SEMESTER : I**Subject Name : Major - Fundamentals of Mass Communication****(MJ-FMC)****Subject Code : 1461112****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	To introduce students to the history, evolution and the development of Mass Communication in the world with special	✓					

	reference to India.						
CO2	To study the evolution of Mass Media as an important social institution.	✓					
CO3	To understand the development of Mass Communication models.		✓				
CO4	To develop a critical understanding of Mass Media.		✓				
CO5	To understand the concept of New Media and Media Convergence and its implications.		✓				

SEMESTER : I

Subject Name : Major - Contemporary Affairs (CA)

Subject Code : 1461113

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	To provide learners with overview on current developments in various fields.		✓				
CO2	To generate interest among the learners about burning issues covered in the media	✓					
CO3	To equip them with basic understanding of politics, economics, environment and technology so that students can grasp the relevance of related news.		✓				
CO4	To equip them to analyse the political and economical environment			✓			

SEMESTER : I

Subject Name : VSC - Visual Communication (VC)

Subject Code : 1461411

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	To provide students with tools that would help them visualize and communicate.	✓					
CO2	Understanding Visual communication as part of Mass Communication.		✓				
CO3	To acquire basic knowledge to be able to carry out a project in the field of visual communication		✓				
CO4	To acquire basic knowledge in theories and languages of Visual Communication.	✓					
CO5	The ability to understand and analyse visual communication from a critical perspective.			✓			

SEMESTER : I

Subject Name : SEC - Introduction to Computers - I (ITC - I)

Subject Code : 1461412

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	To make learners aware of the minimum requirement of the software when stepping out in the industry.	✓					
CO2	To introduce the media softwares to make the learners understand what goes behind the scene and help them choose their stream.		✓				
CO3	To prepare learners skilled enough for the individual project papers in TY sem VI.		✓				
CO4	To help learners work on small scale projects during the academic period.			✓			

SEMESTER : I

Subject Name : OE - Entrepreneurial Management (EM)

Subject Code : 1171312

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	Learners will recognize the fundamental components of the business	✓					
CO2	Evaluate the impact of traditional and modern business activities					✓	
CO3	Learners will be able to apply theoretical knowledge to real world scenarios within the business sector.			✓			
CO4	To create comprehensive understanding of the risks and challenges associated with business world		✓				

SEMESTER : I

Subject Name : OE - IT Google Workspace (OE-ITGW)

Subject Code : 1011312

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	To Manage email communications with Gmail.			✓			
CO2	To Schedule and organize meetings and events using Google Calendar. Arrange and attend video meetings with Google Meet, Communicate with others using Google Chat.				✓		
CO3	To Save , manage, and share files with Google Drive.			✓			
CO4	To Generate and collaborate documents, spreadsheets and presentations.				✓		
CO5	To Design Google Forms and collect data for surveys . Generate reports based on the collected data and integrate it with other Google Workspace applications.						✓
CO6	To Use Google Classroom to digitally organize, distribute, and gather assignments, course materials, and feedback.			✓			
CO7	To Navigate confidently and make use of the numerous functionalities of Google Maps.			✓			
CO8	To Able to design, develop, and maintain informative and visually appealing websites using Google Sites.						✓

SEMESTER : I

Subject Name : AEC - Communication Skills in English - I

Subject Code : 2511515

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	Understand and interpret any text they are reading from different perspectives.		✓				
CO2	Arouse the interest of learners in listening to and watching good quality audio and visual media.			✓			
CO3	Acquire proficiency in the skills of listening; speaking, reading and writing that will help them meet the challenges of the world.		✓				
CO4	Develop good oral and written skills of communication in the English language.			✓			

Subject Name : VEC - Environmental Management & Sustainable Development-I

Subject Code : 2541516

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 principles of Environmental Science for explaining sustainable development and its related ethical concerns			✓			
CO2	Display scientific perspective for issues confronting our present day environment		✓				
CO3	Analyze the national and global environmental issues relating air, water, soil, and land use, biodiversity, and pollution.				✓		
CO4	Explain the Role of an individual in relation to human population and environmental pollution.		✓				

SEMESTER : I

Subject Name : IKS - Indian Knowledge Systems (IKS)

Subject Code : 2531511

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	Lerner will understand and appreciate the rich Indian Knowledge Tradition.		✓				
CO2	Lerner will understand the contribution of Indians in various fields.		✓				
CO3	Lerner will experience increase subject-awareness and self-esteem.			✓			
CO4	Lerner will develop a comprehensive understanding of how all knowledge is ultimately intertwined.		✓				

SEMESTER : I

Subject Name : CC- Introduction to Sports, Physical

Literacy, Health and Fitness and Yoga (IS)

Subject Code : 2521615

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	To make students familiarize with concepts of Health, Fitness, Yoga, Sports & Physical	✓					

	Literacy.						
CO2	To sensitize the students about background knowledge of Sports structure of Sports Federations, Indian Olympic Association, Khelo India Schemes, FIT India movement, National Sports Day, Intercollegiate Sports structure of University of Mumbai.	✓					
CO3	To familiarize the students with the various physical education concepts and information regarding various Olympic Sports.		✓				
CO4	To make students aware about famous sports personalities and various awards given to Sportsperson and coaches.	✓					
CO5	To educate students regarding various career opportunities in sports management, sports coaching, sports industry, health and fitness, sports infrastructure, yoga, etc.	✓					
CO6	The course is designed primarily to educate those interested in becoming a Physical Literacy Trainer/Ambassador as well as those who wish to stay lifelong active and want to influence others to be active for life.		✓				

SEMESTER : I

**Subject Name : CC- Introduction to Cultural Activities
(ICA)**

Subject Code : 2521611

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	Understand the significance of cultural activities.		✓				
CO2	Sensitize students towards Indian culture and its preservation.			✓			
CO3	Participate in the various cultural activities			✓			

CO4	Apply the knowledge and skills of the cultural activities in their practical life.				✓		
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SEMESTER : I

Subject Name : CC- National Service Scheme (NSS)

Subject Code : 2521612

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	Comprehend the foundations of the National Service Program.		✓	✓			
CO2	Understand the unique camping program.	✓	✓			✓	
CO3	Students will learn about the regular activities of NSS.			✓	✓		

F.Y.B.A.M.M.C. (SEMESTER : II)**Subject Name : Major - Overview of Print Production****Subject Code : 1462111****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 key historical milestones in printing, including the contributions of Gutenberg, early Indian clay tablets, and Chinese printing on paper.	✓					
CO2	Explain the criteria for mass printing, including economy, speed, quality, and consistency, and their relevance in print production.		✓				
CO3	Demonstrate the ability to match appropriate printing technologies (e.g., letterpress, gravure, lithography) to specific job sizes and printing surfaces.			✓			
CO4	Apply the principles of resolution (DPI, LPI) to determine suitable quality levels for different print applications based on viewing distance.			✓			

Subject Name : Major - Basics of Radio & Television**Subject Code : 1462112****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	To Understand the evolution of radio and television and their development through emerging technologies		✓				
CO2	To Create a basic script for a radio or TV interview segment			✓			
CO3	To understand and assess current and emerging trends in electronic media.		✓				
CO4	Identify various non-fictional formats used in radio and television, such as panel discussions, interviews, news reporting, documentaries, talk shows, and anchoring.	✓					

Subject Name : Major - Introduction to New Media

Subject Code : 1462113

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 concept of new media and its significance in multimedia mass communication.	✓					
CO2	Describe the historical development and evolution of new media technologies.		✓				
CO3	Explain the impact of new media on society, culture, and communication.		✓				
CO4	Apply knowledge of new media characteristics, functions, and uses to analyze various platforms.			✓			
CO5	Critically evaluate new media content by assessing its relevance, reliability, and ethical implications.					✓	

CO6	Create and navigate new media content using practical skills and tools.						✓
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Subject Name : Minor - MN - History of Media

Subject Code : 1462211

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 understanding of the basic concepts of business.		✓				
CO2	Help interpret the recent developments in the business sector.			✓			
CO3	Develop understanding of various aspects of project planning.		✓				
CO4	Help understand the concept of entrepreneurship and its different types.		✓				

Subject Name : OE 1 - Economics of Mass Media

Subject Code : 1212313

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	Apply economic principles to analyze and solve real world mass media issues effectively.				✓		

CO2	Explore the media institutional trends and practices.			✓			
CO3	Evaluate the economic theories and concepts and apply to the mass media in India and the world.			✓			
CO4	Use the economic perception of media for business decision making, allowing learners to make more informed choices in the knowledge economy.				✓		

Subject Name : OE 2 - Social Media Marketing

Subject Code : 1102311

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	Demonstrate a solid understanding of social media marketing concepts, including audience targeting, content creation, engagement strategies, and campaign measurement.		✓				
CO2	Identify the strengths and weaknesses of different social media platforms and select the most appropriate channels for achieving specific marketing objectives.				✓		
CO3	Develop proficiency in using social media management tools and advertising platforms to create and manage effective marketing campaigns.			✓			
CO4	Analyze social media metrics to assess the performance of marketing campaigns, identify areas for improvement, and make data-driven decisions				✓	✓	
CO5	Demonstrate creativity and problem-solving skills by developing original social media marketing concepts and campaigns that resonate with target audiences.						✓
CO6	Effectively communicate their ideas, insights, and recommendations through written reports, oral presentations, and collaborative group discussions focused on social media marketing topics			✓			✓

Subject Name : VSC - Translation Skills

Subject Code : 1462411

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	To identify and discuss basic concepts and problems in the area of Translation Studies.		✓				
CO2	To provide an opportunity for an in-depth and hands-on study of many areas of applied translation and linguistics (e.g. semantics, pragmatics, sociolinguistics, and others) in the context of interlingual and intercultural transfer of meaning.			✓			
CO3	To introduce the students to several modes and types of translation, as well as translation strategies and techniques	✓					
CO4	To familiarize students with the role and functions of translator/interpreter in the process of intercultural communication.		✓				

Subject Name : SEC - Introduction to Computers II

Subject Code : 1462412

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	To help learners be media industry ready.	✓					
CO2	This will help learners to be aware of the minimum requirement of the software when stepping in the industry.		✓				
CO3	To introduce the media software to make the learner understand what goes behind the scene.		✓				
CO4	To help learners work on small scale projects during the academic period.			✓			

Subject Name : AEC - भाषिक कौशल्यांचे उपयोजन १ (भाषण व निवेदन कौशल्ये)

Subject Code : 2512513

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	Learner will understand the format of the language to be used in various programs and events.		✓				
CO2	Learner will understand the format of the language to be used in various programs and events.		✓				
CO3	Learner will be introduced to the necessary skills and techniques required for the language to be used in various programs and events.	✓					
CO4	Learner will be introduced to the necessary skills and techniques required for the language to be used in various programs and events.	✓					
CO5	Learner will have the opportunity to participate in real-life situations and develop their skills.			✓			

Subject Name : AEC - AEC-Hindi (हिंदी भाषा – कौशल के आधार)

Subject Code : 2512517

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	With the knowledge of writing, reading skills, learner will have a change in their verbal expression.		✓				
CO2	Through writing, reading skills, mental development of students will take place, reading skills and style will develop.			✓			
CO3	Through writing, speaking skills, students will develop language skills and become experts.	✓					
CO4	Students will gain knowledge about the specialities and usefulness of writing, reading, listening and speaking skills.		✓				

Subject Name : CC - Cultural - Foundation and Exploration of Performing Fine Arts

Subject Code : 2522615

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	Understand the significance of cultural activities.		✓				
CO2	Sensitize students towards Indian culture and its preservation.			✓			
CO3	Participate in the various cultural activities			✓			

CO4	Apply the knowledge and skills of the cultural activities in their practical life.				✓		
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Subject Name : CC - Sports - Introduction to Sports,Physical

literacy,Health and Fitness and Yoga

Subject Code : 2522611

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	To make students familiarize with concepts of Health, Fitness, Yoga, Sports & Physical Literacy.	✓					
CO2	To sensitize the students about background knowledge of Sports structure of Sports Federations, Indian Olympic Association, Khelo India Schemes, FIT India movement, National Sports Day, Intercollegiate Sports structure of University of Mumbai.	✓					
CO3	To familiarize the students with the various physical education concepts and information regarding various Olympic Sports.		✓				
CO4	To make students aware about famous sports personalities and various awards given to Sportsperson and coaches.	✓					
CO5	To educate students regarding various career opportunities in sports management, sports coaching, sports industry, health and fitness, sports infrastructure, yoga, etc.	✓					
CO6	The course is designed primarily to educate those interested in becoming a Physical Literacy Trainer/Ambassador as well as those who wish to stay lifelong active and want to influence others to be active for life.		✓				

Subject Name : CC - NSS - Leadership and Community

EngagementCC

Subject Code : 2522614

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	Comprehend the foundations of the National Service Program.		✓	✓			
CO2	Understand the unique camping program.	✓	✓			✓	
CO3	Students will learn about the regular activities of NSS.			✓	✓		