

Outcomes Based Education (OBE) Document

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

Class: S.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.

S.Y.B.A.M.M.C. SEMESTER III

Subject Name : Major - Electronic Media

Subject Code : 1463111

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 be able to identify and explain various electronic media formats and their functions across radio, television, and digital platforms.	✓	✓				
CO2	Learners will demonstrate the ability to plan, produce, and edit basic audio-visual content for media applications.			✓			✓
CO3	Learners will critically analyze the societal impact of electronic media and apply industry-relevant skills to pursue roles in content creation, broadcasting, and digital communication.			✓	✓		

Major - Film Communication - I**Subject Code : 1463113****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 be able to demonstrate an understanding of film as a medium of visual communication and its evolution across genres, styles, and cultures		✓				
CO2	Learners will be able to analyze the components of film language—such as shot composition, editing, sound, and lighting—to interpret meaning and emotion.				✓		
CO3	Learners will be able to critically evaluate films using established theories and frameworks from media, communication, and cultural studies.					✓	
CO4	Learners will be able to apply cinematic techniques and storytelling methods in the conceptualization and production of short films or media content.			✓			✓
CO5	Learners will be able to explore the role of film in shaping public opinion, culture, and identity, and its impact on contemporary media and communication practices.				✓	✓	

Major - IKS in Communication & Media

Subject Code : 1463112

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	Students will be able to identify and explain core concepts of IKS and their historical relevance in Indian communication systems.	✓	✓				
CO2	Students will analyze and apply traditional communication methods within modern media contexts to create culturally rooted content.			✓	✓		✓
CO3	Students will develop an appreciation for indigenous narratives and demonstrate the ability to integrate IKS into media planning, storytelling, and advocacy.		✓	✓			✓

Minor - Introduction to Advertising (Advertising)**Subject Code : 1463211****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	Describe the purpose, types, and components of advertising in various contexts.		✓				
CO2	Discuss the ethical, legal, and cultural considerations involved in advertising practices.		✓				
CO3	Identify and explain the tools and techniques used in integrated marketing communication.	✓					
CO4	Create basic advertising content such as ad copy, storyboards, slogans, and campaign ideas.						✓

Minor - Basics of Copywriting (Advertising)**Subject Code : 1463212****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 role and responsibilities of a copywriter.	✓					
CO2	Explain basic concepts and techniques in copywriting and creative thinking.		✓				
CO3	Use various methods like brainstorming, imagination, and observation to generate effective advertising ideas.			✓			
CO4	Develop a creative mindset and discover the "Big Idea" behind successful ad campaigns.			✓			
CO5	Write a compelling copy that aligns with different brand voices and tones.						✓
CO6	Use storytelling and emotional appeals to influence target audiences.			✓			

Minor - Introduction to Journalism (Journalism)**Subject Code : 1463213****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 fundamental principles, history, and evolution of journalism, both globally and within India.		✓				
CO2	Identify and differentiate between various forms and styles of journalism, including print, broadcast, and digital	✓					

	media.						
CO3	Analyze the role of journalism in a democratic society and its impact on public opinion and policy.			✓			
CO4	Develop basic reporting and writing skills suitable for different media platforms.			✓			✓
CO5	Critically assess contemporary issues and challenges in journalism, including ethical considerations and the influence of technology.					✓	

Minor - Feature and Writing (Journalism)

Subject Code : 1463214

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 techniques of narration and story telling.			✓			
CO2	To share the art of developing a story idea.			✓			✓
CO3	To acquaint and sensitize them through assignments to the issues of deprivation			✓			
CO4	around us and using writing as a tool for social justice				✓	✓	✓

Open Elective - Cyber and Digital Safety

Subject Code :

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 the foundational concepts of cyber safety and digital privacy	✓					
CO2	To create awareness of common online threats and best practices for digital hygiene.		✓				
CO3	To equip students with skills for safe usage of social media, devices, and the internet.			✓			
CO4	To develop a mindset for ethical digital behavior and responsible technology use.				✓		
CO5	To explore emerging cyber risks including AI, deepfakes, and the role of legislation.					✓	

VSC - Introduction to Photography

Subject Code : 1463411

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.		✓				

AEC - हिंदी भाषा व्यवहारिक प्रयोग

Subject Code : 2513511

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	Students will acquire knowledge of the official language Hindi and develop proficiency in it.	✓		✓			
CO2	Students will gain knowledge of the grammatical usage of the official language Hindi.	✓	✓				
CO3	Along with gaining knowledge of Hindi nouns, etc., students will understand the correct and practical forms of the language.		✓	✓			
CO4	Students will gain knowledge of tenses, sentence formation, and various parts of speech, etc.	✓	✓				

AEC - भाषिक कौशल्यांचे उपयोजन २. (कथाकथन कौशल्ये आणि अभिवाचन कौशल्ये)

Subject Code : 2513515

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	Students will understand the nature of storytelling as a language skill.		✓				
CO2	Students will become familiar with the abilities and techniques required for effective storytelling.		✓				
CO3	Students will understand the nature of recitation as a language skill.		✓				
CO4	Students will become familiar with the abilities and techniques required for effective recitation.		✓				
CO5	The abilities and skills necessary for performing storytelling and recitation in practice will be developed among students.			✓			

CC- Sports-Introduction to Sports Training & Tests and Measurement**Subject Code : 2523612****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 apply the principles of sports training.		✓	✓			
CO2	Identify and differentiate between various training methods.	✓			✓		
CO3	Develop effective exercise plans and training schedules.						✓
CO4	Evaluate the impact of training on performance enhancement.					✓	

CC-Cultural-Indian Theatre: Classical Roots and Contemporary Expressions**Subject Code : 2523613****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	Describe the historical and cultural development of Indian theatre across different time periods.	✓					
CO2	Interpret and apply the aesthetic principles from Natyashastra (such as Rasa and Abhinaya) in the analysis of theatrical performances.		✓				
CO3	Critically evaluate classical Indian plays for their structure, themes, character development, and historical significance.			✓			
CO4	Compare and contrast different forms of modern Indian theatre and assess their audience impact and staging methods.				✓		

CO5	Demonstrate understanding of street theatre and one-act plays by creating outlines or performing excerpts reflecting real-world issues.			✓			
CO6	Reflect on the role of performing arts in cultural preservation, education, and community engagement.				✓		

S.Y.B.A.M.M.C. SEMESTER IV**Subject Name : Major - MASS MEDIA RESEARCH****Subject Code : 1464111****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	Explain the relevance and process of conducting research in mass media contexts.		✓				
CO2	Identify and apply appropriate research designs and methodologies to media research problems.			✓			
CO3	Construct effective research instruments and apply sampling methods for data collection.						✓
CO4	Analyze and evaluate media messages using semiotic tools and communicate research findings effectively in structured reports.					✓	
CO5	Demonstrate understanding of media research applications such as readership surveys, TRPs, and consumer insights.		✓				
CO6	Conduct content analysis and basic data interpretation for media texts and audience studies.			✓			

Subject Name : Major - Indian Legal Environment**Subject Code : 1464112****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 the learners with an understanding of laws those impact the media.		✓				
CO2	To sensitize them towards social and ethical responsibility of media.					✓	

Subject Name : Major - Film Communication II

Subject Code : 1464113

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 an understanding of film as a medium of visual communication and its evolution across genres, styles, and cultures.		✓				
CO2	Analyze the components of film language—such as shot composition, editing, sound, and lighting—to interpret meaning and emotion.				✓		
CO3	Critically evaluate films using established theories and frameworks from media, communication, and cultural studies.					✓	
CO4	Apply cinematic techniques and storytelling methods in the conceptualization and production of short films or media content.			✓			
CO5	Explore the role of film in shaping public opinion, culture, and identity, and its impact on contemporary media and communication practices.				✓		

Subject Name : Minor (Ad) - Globalisation and Advertising

Subject Code : 1464211

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	Explain how globalisation influences advertising strategies, consumer behavior, and brand communication across international markets.		✓				
CO2	Identify and apply principles of cross-cultural communication to create culturally sensitive and effective advertising messages.			✓			
CO3	Compare and contrast global, local, and glocal advertising strategies, and assess their suitability for different markets.				✓	✓	
CO4	Evaluate international media options and plan media strategies for global advertising campaigns.					✓	

Subject Name : Minor (Jr) - Reporting and Editing

Subject Code : 1464212

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	Cover and report on a range of subjects including crime, politics, business, sports, science, agriculture, and lifestyle with clarity and journalistic integrity.			✓			
CO2	Differentiate between primary and secondary sources, and verify facts using professional journalistic standards.				✓		
CO3	Create headlines that reflect the tone and content of a story while following layout constraints and design principles.						✓

Subject Name : OE - Digital Marketing

Subject Code : 1014311

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 and describe the key elements of digital marketing, including SEO, e-mail marketing, social media marketing, and mobile marketing.	✓					
CO2	Implement SEO best practices for on-page and off-page optimization, including creating backlinks, using internal/external links, and optimizing content.		✓				
CO3	Create and deliver structured, effective e-mail marketing campaigns that engage recipients and drive conversions.						✓
CO4	Develop strategies to create engaging content and utilize user-generated content to improve social media marketing effectiveness.			✓			

Subject Name : SEC - WRITING AND EDITING FOR MEDIA

Subject Code : 1464411

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 proficiency in writing news stories, features, and other media content with clarity, accuracy, and adherence to journalistic norms.			✓			
CO2	Apply editing techniques to improve structure, style, grammar, and factual accuracy in media content.			✓			

CO3	Analyze and adapt writing for different platforms and audiences, including print, online, and broadcast media.				✓		
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Subject Name : AEC - Business Communication Skills II

Subject Code : 2514515

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 : CC - Sports - Advanced Sports Training and

Performance Evaluation

Subject Code : 2524612

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	Students will be able to demonstrate and apply technical and tactical skills in various games, sports, yoga, and fitness activities through active participation.			✓			
CO2	Students will be able to explain and describe the importance, benefits, and dimensions of physical education, sports, and an active lifestyle for physical and mental well-being.		✓				
CO3	Students will be able to plan, organize, and conduct sports events and fitness activities, developing leadership, teamwork, and administrative skills.						✓
CO4	Students will be able to analyze personal fitness needs and apply exercise management principles to maintain lifelong healthy habits and improve quality of life.			✓	✓		

Subject Name :CC - Cultural - Integrated Theatre Production: Stage

Craft, Costume, Music and Technology

Subject Code : 2524613

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	Define and describe key theoretical concepts related to lighting and costume design in theatre.	✓	✓				
CO2	Interpret the narrative and symbolic meanings conveyed through visual design elements in performance.		✓		✓		
CO3	Analyze lighting and costume designs using appropriate theoretical and historical frameworks.				✓		

CO4	Discuss the interrelationship between text, character, and design from a theoretical standpoint.		✓		✓		
CO5	Compare and contrast design practices across different theatrical genres and periods.				✓		

Subject Name : CC - NSS - Youth and Disaster Management

Subject Code : 2524611

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	Define and explain the meaning, types, and phases of disasters including preparedness, mitigation, response, relief, rehabilitation, and reconstruction.	✓	✓				
CO2	Apply disaster management principles to assess community needs and plan appropriate preparedness and risk reduction activities.			✓			
CO3	Analyze the role of youth in disaster management and evaluate community-based disaster response strategies.				✓	✓	
CO4	Design and present a community-based disaster management project through fieldwork, report writing, and viva voce						✓