



## **JAI HIND COLLEGE**

Basantsing Institute of Science & J. T. Lalvani College of Commerce.

And Sheila Gopal Raheja College of Management

**Affiliated to University of Mumbai**

**Autonomous**

**B.A In Multimedia and Mass communication (BAMMC)**

**Semester I**

<b>Course Code: ABMM101</b>	<b>Course Title: Effective Communication Skills-I</b>
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**Learning Objectives:**

- Ø To teach students spoken english
2. To make them aware about grammar in written English.
3. To train them with communication skill

**Learning Outcomes:**

- Speak in english
2. Use grammar in written English.
3. Use their communication skill

**Semester I**

<b>Course Code: ABMM102</b>	<b>Course Title: Introduction to Economics</b>
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**Learning Objectives:**

- to introduce to students the importance and relation of the fundamentals of economics in the media course.
- To train them with current affairs in economics
- TO sensitize them with problems in economics

**Learning Outcomes:**

1. Work in the economic systems.
2. Work in current affairs in economics
3. solve problems in economics

**Semester I**

<b>Course Code:</b> <b>ABMM103</b>	<b>Course Title: Introduction to Computers</b>
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**Learning Objectives:**

1. To give a sound grounding in computer software
2. To make them aware about different types of softwares
3. To help them to find applications of softwares

**Learning Outcomes:**

1. perform basic workings of a computing system and its various programmes and software.
2. Use different types of softwares
3. Apply knowledge of softwares in management.

### Semester I

<b>Course Code:</b> <b>ABMM104</b>	<b>Course Title: Fundamentals of Mass Communication</b>
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#### **Learning Objectives:**

- To give a brief introduction to media and communication
- To make them aware about significance of communication
- To train them about types of communication

#### **Learning Outcomes:**

- Differentiate theoretical and practical aspects of mass communication.
- Solve problems on mass communication
- Use softwares in communications

### Semester I

<b>Course Code:</b> <b>ABMM105</b>	<b>Course Title: 20th Century History of the World and India</b>
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#### **Learning Objectives:**

- The aim of the following revised history paper for Sem I is to acquaint the student with global happenings which have made historical milestones, changing power equations.
- The idea is to help the student understand the role of media in these events.
- The syllabus spans from global events, history of Africa in modern times, refugee problems, humanitarian work, human rights violation, Asian perspective and of course, India.

**Learning Outcomes:**

- Study global, national, regional events and the role of media in these events.
- Use Knowledge in understanding global happenings which have made historical milestones, changing power equations.
- Define the role of media in these events.

**Semester I**

<b>Course Code: ABMM106</b>	<b>Course Title: Introduction to Sociology</b>
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**Learning Objectives:**

1. To sensitize with The influence of society on individuals.
2. To ma ethem aware about The importance of civic societies through the ages.
3. To help them to understand the effect of society on individual

**Learning Outcomes:**

1. Use concept of society and the importance of media in it
2. Apply The influence of society on individuals.
3. Define civic societies through the ages.

## Semester II

<b>Course Code: ABMM201</b>	<b>Course Title: Effective Communication Skills II (Writing for Media)</b>
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### **Learning Objectives:**

- To make them aware about tool of communication.
- To train them in Focus learning with contextual reference to media
- To help them to understand types of communication.

### **Learning Outcomes:**

1. see practical overview of the various methods of communication
2. Use knowledge on contextual reference
3. Solve problems in understanding the tools of communication.

## Semester II

<b>Course Code: ABMM202</b>	<b>Course Title: Introduction to English Literature</b>
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### **Learning Objectives:**

- To study language
- To make them learn literature as a communication tool.
- To study literature as a reflection of society through the ages.

**Learning Outcomes:**

- expose with various forms of literature
- Use knowledge in learning literature as a communication tool.
- use literature as a reflection of society through the ages.

**Semester II**

<b>Course Code: ABMM203</b>	<b>Course Title: Advanced Computers</b>
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**Learning Objectives:**

- To teach media related contemporary software.
- To facilitate editing and filmmaking skills.
- To familiarize students with different film makers

**Learning Outcomes:**

- 1. compute, with in-depth and hands-on understanding of media related software.
2. Solve problems in filmmaking
3. Use knowledge in contemporary softwares

## Semester II

<b>Course Code: ABMM204</b>	<b>Course Title: Political Concepts and Indian Political System</b>
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### **Learning Objectives:**

- To make them understand the strength of the Indian Constitution.
- To make them understand how the Constitution empowers its people.
- To make them understand global systems, vise a vise India and the dichotomy between political science and politics.

### **Learning Outcomes:**

- Define strength of the Indian Constitution.
- analyze how the Constitution empowers its people.
- evaluate global systems, vise a vise India and the dichotomy between political science and politics.

## Semester II

<b>Course Code: ABMM205</b>	<b>Course Title: Introduction to Psychology</b>
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### **Learning Objectives:**

- To make them understand human behavior.
- To help them to study of fundamental theories in Psychology.
- to train them with Symbiotic relation between Society and Psychology.



**Learning Outcomes:**

1. define human psychology and its inter-relation in media.
2. Explain the human psychology and application of psychology
3. Use knowledge of psychology in current world

### Semester III

<b>Course Code:</b> <b>ABMM301</b>	<b>Course Title: Introduction to Public Relations</b>
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#### **Learning Objectives:**

- to make them apply principles of public relations.
  - To inculcate in students the various concepts and theories of public relations.
- To sensitize them practical in public relation

#### **Learning Outcomes:**

Use various public relations techniques  
Apply concepts of public relation  
Define theories in public relation

### Semester III

<b>Course Code:</b> <b>ABMM302</b>	<b>Course Title: Introduction to Cultural Studies</b>
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#### **Learning Objectives:**

1. Comprehending the various concepts of culture  
To train them with significance of culture study  
To make students aware about types of culture

**Learning Outcomes:**

- practice and use the importance of culture.

Practice different culture

Use concepts to define culture.

**Semester III**

<b>Course Code: ABMM303</b>	<b>Course Title: Introduction to Media Studies</b>
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**Learning Objectives:**

- to help them in Grasping the various theories of media
- to train them in Application of various theories to contemporary situations

To make them aware about practicals of media theories.

**Learning Outcomes:**

- relate media theories and the contemporary world

Use theories based on media

Analyse contemporary world

### **Semester III**

<b>Course Code: ABMM304</b>	<b>Course Title: Photography and Videography</b>
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#### **Learning Objectives:**

To develop visual narratives through technical

To make them aware about visual language.

To help them using visual language in the field of filmography and Photography

#### **Learning Outcomes:**

Practice Visual Language through practical approach towards developing visual story

Elaborate visual language

Resolve problems on filmography

### **Semester III**

<b>Course Code: ABMM305</b>	<b>Course Title: Introduction to Creative Writing</b>
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#### **Learning Objectives:**

- To familiarise students with the elements of different genres of creative writing
- To enable students to express their creativity in writing short stories.

To train them with creativity on writing poems, plays.

**Learning Outcomes:**

Practice basics of various types of writing  
Use knowledge in creativity in writing poems and stories  
Frame different genres of writing.

**Semester III**

<b>Course Code:</b> <b>ABMM306</b>	<b>Course Title: Principles of Management</b>
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**Learning Objectives:**

To give a basic understanding about management  
TO mak ethem aware about and ivarious techniques of management  
TO help them to understand tools used in the contemporary world.

**Learning Outcomes:**

anlayse various elements of management principles and processes.  
Solve problems in using tools in contemporary world  
Elaborate techniques in management

**Semester IV**

<b>Course Code: ABMM401</b>	<b>Course Title: Introduction to Advertising</b>
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**Learning Objectives:**

- To teach and expose students to various media vehicles
- TO sensitize them with knowledge how advertising is done
- to train them about Importance of synergy in advertising

**Learning Outcomes:**

Differentiate various forms and styles of advertising, and their application.  
Use knowledge of advertisement  
Analyse synergy in advertising

**Semester IV**

<b>Course Code: ABMM402</b>	<b>Course Title: Introduction to Journalism</b>
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**Learning Objectives:**

- to help them Exposes students to fundamental principles of journalism
- to make them practice evolution of journalism from the 18<sup>th</sup> century media to digital media

To help them in understanding growth of media with time

**Learning Outcomes:**

Apply knowledge of history of journalism as a communication tool,  
Define the role of media in India and the global scenario.  
Evaluate different media and popularity in india

**Semester IV**

<b>Course Code: ABMM403</b>	<b>Course Title: Radio &amp; Television</b>
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**Learning Objectives:**

- to mak ethem understand about Evolution of radio from AM to FM
- to help them understand Television programme production

To make students understand the broadcast media

**Learning Outcomes:**

1. Use knowledge for evolution of radio and television
2. Analyze the creation of radio and television programming.
3. Apply knowledge of making TV programs

**Semester IV**

<b>Course Code: ABMM404</b>	<b>Course Title: Mass Media Research</b>
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**Learning Objectives:**

- to mak them aware about educating students on the importance of research in media communications.
- To help them analyse research communication.
- To train them with media in research

**Learning Outcomes:**

define fundamentals of research with specific reference to media objectives.  
Give examples of types of research  
Analyse research communication.



### **Semester IV**

<b>Course Code: ABMM405</b>	<b>Course Title:Organizational Behavior</b>
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#### **Learning Objectives:**

- To prepare students for corporate job experience.
- To train them with special reference to structure, behaviour models,
- To help them to understand types of group dynamics, and systemic hierarchy

#### **Learning Outcomes:**

Elaborate organisational structures and the related human behaviour  
Define special reference to structure, behaviour models,  
Analyse types of group dynamics, and systemic hierarchy

### **Semester IV**

<b>Course Code: ABMM406</b>	<b>Course Title: Understanding Cinema</b>
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#### **Learning Objectives:**

- Students are exposed to the aesthetics to cinema
- Students are able to appreciate and critically analyse various genres in cinema

To train them to analyze world cinema

**Learning Outcomes:**

- analyse various styles of cinema,

Give examples on the history of celluloid,

Define the various forms of cinema and the USP of each form.

**Semester V**

<b>Course Code: ABMMA501</b>	<b>Course Title: Advertising Design</b>
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**Learning Objectives:** The students are exposed to all aspects of the creative experience

2. To train the students with designing
3. To help them with types of advertisement

**Learning Outcomes:** create a 360° advertisement campaign

Use software to design advertisement

Define creative experiments

**Semester V**

<b>Course Code: ABMMA502</b>	<b>Course Title: Advertising and Marketing Research</b>
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**Learning Objectives:**

The various methodologies that are taught are used in market research.

To sensitize them with employment in media planning and market research companies

To train them with requirement of research companies

**Learning Outcomes:**

Use market research and sampling methods

Define media planning and market research companies

Analyse requirement of research companies

**Semester V**

<b>Course Code: ABMMA503</b>	<b>Course Title: Brand Building</b>
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**Learning Objectives:**

- Give students an overview of brands.
- To help them with branding .
- To sensitize with work exclusive brand positions in the industry.

**Learning Outcomes:**

- explore aspects of branding of product or industry
- Use knowledge on exclusive brand positions in the industry.
- Analyze branding and brands

**Semester V**

<b>Course Code: ABMMA504</b>	<b>Course Title: Advertising in Contemporary Society</b>
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**Learning Objectives:**

- To train with Employable in any global MNC or ad agency
- To sensitize them with contemporary society
- To hel them to understand MNC and contemporary advertising.

**Learning Outcomes:**

- Use knowledge in Indian and global advertising similarities and differences
- Apply techniques in studying contemporary advertising.
- Explore MNC and contemporary advertising.

**Semester V**

<b>Course Code:</b> <b>ABMMA505</b>	<b>Course Title: Consumer Behaviour</b>
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**Learning Objectives:**

The students are able to work in the creative department.

To train them with clients and creative departments.

To make an understanding of the target audience

**Learning Outcomes:**

Use knowledge in the targeting market

define demography.

Analyse clients and creative departments.

**Semester V**

<b>Course Code:</b> <b>ABMMA506</b>	<b>Course Title: Copywriting</b>
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**Learning Objectives:**

- To train them with job as a copywriter in the ad agency
- To help them to understand copyrights and rules.
- To familiarize with types of copyright

**Learning Outcomes:**

- Practice writing copy for TVC's
- print media both for outdoor and newspaper and magazine.
- Apply copyright in ad agency

## Semester VI

<b>Course Code:</b> <b>ABMMA601</b>	<b>Course Title: Contemporary Issues</b>
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### **Learning Objectives:**

- To sensitize students and keep them grounded, with the exposure to various issues that influence and change contemporary society
- To help them understand contemporary issues
- To make them aware about contemporary society

### **Learning Outcomes:**

- Define various socio-economic, cultural issues
- develop knowledge to address issues globally, with special reference to India.
- Analyse contemporary issues.



**Semester VI**

<b>Course Code: ABMMA602</b>	<b>Course Title: Digital Media</b>
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**Learning Objectives:**

- To understand the digital media platform
- To have an in-depth study of the most important sectors/platforms
- To make them learn how to use the digital media platform for paid as well as free marketing activities

**Learning Outcomes:**

- Use digital media platform
- perform in-depth study of the most important sectors/platforms
- analyse how to use the digital media platform for paid as well as free marketing activities

**Semester VI**

<b>Course Code: ABMMA603</b>	<b>Course Title: The Principles and Practice of Direct Marketing</b>
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**Learning Objectives:**

- To create marketing and advertising tools
- To make them aware about reach out the customer without an intermediary
- To train them with tools in media

**Learning Outcomes:**

- Analyze history of direct marketing
- Define the contemporary usage of digital media for marketing.
- Practice and use tools in media

**Semester VI**

<b>Course Code: ABMMA604</b>	<b>Course Title: Agency Management and Entrepreneurship</b>
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**Learning Objectives:**

- Helps students fit into an advertising agency,
- gives students a guidance on setting up a new business
- To train them with concepts of entrepreneurship.

**Learning Outcomes:**

- Define structure of an advertising agency,
- use basic steps of working on a start-up.
- Use the concept of entrepreneurship.

**Semester VI**

<b>Course Code: ABMMA605</b>	<b>Course Title: Financial Management for Marketing and Advertising</b>
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**Learning Objectives:**

To expose students to creating and managing budgets

To help students with marketing

To train them with advertising

**Learning Outcomes:**

Perform financial planning for business plan and the creation of financial statements.  
Manage budget

**Semester VI**

<b>Course Code: ABMMA606</b>	<b>Course Title: Legal Environment and Advertising Ethics</b>
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**Learning Objectives:**

- To create an awareness amongst media students about the importance of ethical advertising
- To help them to analyze the role of ethical advertising in creating marketing solutions.
- To train them with Advertising Ethics

**Learning Outcomes:**

- Define various laws that govern the media.
- Practice the importance of advertising ethics.
- Analyze concerns on advertising ethics

**Semester VI**

<b>Course Code: ABMMA607</b>	<b>Course Title: Media Planning and Buying</b>
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**Learning Objectives:**

1. To make them aware about creating print and broadcast media plans as it is an integral part of advertising.
2. To train them with advertising agencies
3. To help them understand about media planning.

**Learning Outcomes:**

1. Apply media options and buying advertising spots and ad spaces in various media vehicles.
2. Use broadcast media in planning advertises
3. Analyze rules in advertising agencies

**Semester V**

<b>Course Code: ABMMJ501</b>	<b>Course Title: Reporting</b>
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**Learning Objectives:**

1. **To make them aware about reporting.**
2. To sensitize them with employment as reporters in the media.
3. To help them finding option as reporters.

**Learning Outcomes:**

1. Use how to report for print and television, with practical experience.
2. Apply knowledge of reporting
3. Define reporting and documenting as reporters

**Semester V**

<b>Course Code: ABMMJ502</b>	<b>Course Title: Editing</b>
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**Learning Objectives:**

Enables the students to get jobs in the desk in print media.

To help them with softwares helps in editing

To sensitize them with ethics in content creation.

and to be able to create content for news televisions (copyeditors).

**Learning Outcomes:**

apply the art of editing copy to create relevant headlines and subheads.

create content for news televisions (copyeditors).

Use knowledge for media and content creation.

Semester V

<b>Course Code:</b> <b>ABMMJ503</b>	<b>Course Title: Journalism and Public Opinion</b>
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**Learning Objectives:**

To Helps students to apply knowledge when they are reporting.

To help them with writing feature in journalism

To train them with work as researchers in think tanks.

**Learning Outcomes:**

Apply theories of opinion formation and

Apply them in contemporary socio-political environments.

Use knowledge for writing features in journalism

**Semester V**

<b>Course Code: ABMMJ504</b>	<b>Course Title: Features &amp; Opinion</b>
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**Learning Objectives:**

- To make them aware about getting a job in the features
- To train them about department and become feature editors in the magazine.
- To help them to define features and opinion

**Learning Outcomes:**

- able to get a job in the features
- use skills to write features for a magazine or newspapers
- write an opinion piece.

**Semester V**

<b>Course Code: ABMMJ505</b>	<b>Course Title: Indian Regional Journalism</b>
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**Learning Objectives:**

To train students about exposed to the media,

To help them to understand language barrier.

To train them to get jobs in non-English media

**Learning Outcomes:**

Elaborate relevance of regional journalism in India  
define how they are forming ideas and contributing change.  
Use a different non english medium.

**Semester V**

<b>Course Code: ABMMJ506</b>	<b>Course Title: Newspaper and Magazine Making</b>
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**Learning Objectives:**

- To make them trained with Print media reporters.
- to train them with soft copies in formatted fashion.
- Students are taught relevant software that are in use in contemporary print media

**Learning Outcomes:**

- Implement industry requirements of copy editing and formatting
- Apply knowledge about softwares
- Elaborate on contemporary print media



## Semester VI

<b>Course Code:</b> <b>ABMMJ601</b>	<b>Course Title: The Principles and Practice of Direct Marketing</b>
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### **Learning Objectives:**

- To make them create marketing and advertising tools
- To train them reach the customer without an intermediary
- To make them understand about using advertisement tools

### **Learning Outcomes:**

- Apply knowledge in direct marketing, and the contemporary usage of digital media for marketing.
- create marketing and advertising tools in order to reach the customer without an intermediary
- Evaluate customer related queries.

### Semester VI

<b>Course Code: ABMMJ602</b>	<b>Course Title: Agency Management and Entrepreneurship</b>
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#### **Learning Objectives:**

- Helps students fit into an advertising agency.
- gives students a guidance on setting up a new business
- Help them to implement experience in agency management.

#### **Learning Outcomes:**

- Summarize the structure of an advertising agency,
- Practice basic steps of working on a start-up.
- Use knowledge of agency management and start up.

### Semester VI

<b>Course Code: ABMMJ603</b>	<b>Course Title: Financial Management for Marketing and Advertising</b>
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#### **Learning Objectives:**

- To expose students to creating and managing budgets
- To train them with marketization
- To help them in designing advertisement

**Learning Outcomes:**

- Prepare financial planning for business plan
- create financial statements.
- Analyze the business plan and implement in marketization

**Semester VI**

<b>Course Code: ABMMJ604</b>	<b>Course Title: Legal Environment and Advertising Ethics</b>
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**Learning Objectives:**

To sensitize them to create an awareness amongst media students.

To sensitize them with the importance of ethical advertising.

To help them to understand the role of the ethical advertising in creating marketing solutions.

**Learning Outcomes:**

Use various laws that govern media and

Implement the knowledge of the importance of advertising ethics.

create an awareness amongst media students

## Semester VI

<b>Course Code: ABMMJ605</b>	<b>Course Title: Media Planning and Buying</b>
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### **Learning Objectives:**

Teaches the student to create media prints

To train them with broadcast media plans.

To help them to understand broadcast media as an integral part of advertising

### **Learning Outcomes:**

Explore media options and buy advertising spots .

Use ad spaces in various media vehicles.

Apply media options for popularizing the product.

## Semester VI

<b>Course Code: ABMMJ606</b>	<b>Course Title: Contemporary Issues</b>
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### **Learning Objectives:**

To sensitise students and keep them grounded, with the exposure to various issues that influence and change contemporary society

To train them about impact of society among students

To help them to address contemporary issues.

**Learning Outcomes:**

Apply various socio-economic, cultural isms and developments globally, with special reference to India.

Define contemporary issues

Apply knowledge of contemporary society.

**Semester VI**

<b>Course Code:</b> <b>ABMMJ607</b>	<b>Course Title: Digital Media</b>
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**Learning Objectives:**

To understand the digital media platform

To have an in-depth study of the most important sectors/platforms

To learn how to use the digital media platform for paid as well as free marketing activities

**Learning Outcomes:**

Use the digital media platform

Apply in-depth study of the most important sectors/platforms

Define how to use the digital media platform for paid as well as free marketing activities

