



College of Arts,
Science &
Commerce (Autonomous)

RISE WITH EDUCATION

NAAC REACCREDITED - 'A' GRADE

Sion (West), Mumbai – 400022.

(Empowered Autonomous Status)

Faculty: Humanities

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

B.A. in Multimedia and Mass Communication

Programme Code: SIUABMM

S.Y.B.A.M.M.C : Semester III & IV

Academic Year: 2024-2025

As per NEP policy 2020

Choice Based Credit System

Syllabus approved by

Board of Studies in B.A.M.M.C with effect from 3rd February,2024

SIES COLLEGE of Arts, Science and Commerce
(Empowered Autonomous Status) Sion West
Department of Mass Media
SIUABMM: Programme: B.A.M.M.M.C
Bachelor of Arts in Multimedia and Mass Communication
(A three-year integrated undergraduate degree programme under Humanities)
Programme Outcomes and Programme Specific Outcomes
Academic session: June, 2024 - May, 2025

SECTION A - SIES Vision and Mission

Vision:

The Institution aims at all round development of its learners in a favourable environment to nurture their intellectual, cultural, social, physical and recreational skills by imparting the education to attain global competencies.

Mission:

With a spirit of sincerity, we:

- Foster an integrated character in the learners
- Mould the facilitators to be role models for the learners
- Prepare the learners with technological knowledge, communication skills, social awareness, critical thinking and problem-solving ability
- Develop inquisitive minds to inculcate a culture of research and innovation
- Equip the learners with leadership skills to become the agents of social change
- Initiate sensitivity towards environmental, gender and ethnic diversity
- Promote values of responsible citizenship

SECTION B - Our Institutional POs

Faculty: Humanities

Programme: B.A.M.M.C. : B.A. in Multimedia and Mass Communication

The B.A.M.M.C. Programme Outcomes

SIES offers three years integrated degree programme in Humanities-B.A.M.M.C with specialization in various domains like Advertising and Journalism.

The Programme outcomes (POs) are skills and competencies that a learner is expected to attain on completion of the program. The B.A.M.M.C. POs include domain-dependent skills, subject knowledge and global skills and competencies that prepare learners for progression to higher studies, employability, and responsible citizenship.

The POs are well aligned with the Institutional Vision and Mission. They are framed to ensure that the learning levels and academic standards of B.A.M.M.C. Programme is equivalent with that of the other higher education institutes across the nation and globe. The teaching

methodologies focus on instruction delivery in a learner-centric ecosystem to fulfill the institutional learning objectives and mentor a well-integrated personality in its learners.

Table 1: B.A.M.M.C Programme Outcomes		
On completion of Graduation in B.A.M.M.C. the learners shall be able to demonstrate and attain the following graduate attributes at Cognitive, Skill and Attitude levels for the award of the qualifying degree.		
	<i>POs</i>	PO Statements
	Domain Dependent (POs 1-5)	COGNITIVE LEVEL
PO1 Solving Complex Problem		Apply the knowledge to break down complex questions into simple components by designing processes required for problem solving.
PO2 Critical Thinking		Evaluate the accuracy and validity of assumptions with an ability to reflect essentially from different perspectives and ideas.
PO3 Reasoning ability and Rational thinking		Think rationally and analyze socio-cultural-legal issues with decisive responsibility that promotes community welfare.
SKILL LEVEL		
PO4 Research skill		Integrate the contextual knowledge in an inter-disciplinary framework by exercising the analytical skill, research ability, creativity, for employability and collaborating with industries.
PO5 Effective Communication skill		Facilitate the ability to speak, read, write, listen effectively in Indian languages, other medium of instructions and enhance the use of digital communication tools.
Domain Independent (POs 6-11)	PO6 Social Interactive Skills and team work	Stimulate constructive social interactions in multidisciplinary settings by exhibiting, adapting leadership and team-building skills.
	ATTITUDE LEVEL	
	PO7 Ethical values	Recognize and respect different value systems with a commitment to fulfill one's own professional duties and responsibilities.
	PO8 Self-directed Learning	Demonstrate the ability to keep evolving in life-long learning and upgrade with the changing global and technological advancements.
	PO9 Sensitization towards Environment and	Create an ecological consciousness to develop a sustainable culture for a sustainable future.

	<i>Sustainability</i>	
	<i>PO10 Gender Sensitization</i>	Analyze coherent understanding of human rights from multi- disciplinary perspectives.
	<i>PO11 Civic Engagement</i>	Express empathetic social concern in pro-active ways to engage with civic and governance issues.

SECTION C - B.A.M.M.C: Programme Specific Outcomes:

1. Demonstrate the understanding of the concepts, nature and the models of communication, journalism, advertising, marketing, print, electronic, digital media, research and new media organisations.
2. Analyse the contemporary media environment in association with the history of media, gender, culture, films, laws, marketing communications, consumer behaviour, account planning and entertainment in socio-political areas in India and abroad.
3. Evaluate the application of theories in the field of mass communication, media studies, public relations, business journalism, and retail, brand management, marketing research and media organisations within the society, nationally and globally.
4. Propose skill-based activities in content production and development, use of software applications in print, broadcast, web-based areas which includes ad campaign, reporting, editing, branding and news media management.

N.E.P.Syllabus for Second Year
Courses of Multimedia and Mass Communication 2024-25

Preamble

The Department of Mass Media

To develop communication leaders who are devoted and committed to improving the well-being and progress of our nation.

The Second Year Bachelor of Multimedia and Mass Communication inter-disciplinary program has a goal of mentoring students and enhancing their communication, computer skills, and awareness of society and media.

The interdisciplinary courses are designed to provide students with an elementary knowledge of media theories and concepts related to mass communication, marketing, advertising, and journalism.

The primary aim is to impart skills to students that can improve their potential talents and prepare them for a suitable career in the vast field of multimedia and mass communication.

SIES College of Arts, Science & Commerce, Sion-West

(Empowered Autonomous Status)

Programme Code: SIUABMM – B.A. in Multimedia and Mass Communication (B.A.M.M.C.)

Choice Based Credit System

Department of Mass Media

🚩 Course Assessment Scheme:

Classification of Assessment Work Plan: Each Term course wise weightage:

A. Internal Assessment:	20/30/40/50 Marks
B. Term End External Theory Examination:	30/50/60 marks
Total Marks:	50/100 marks

A. Internal Assessment: 20/30/40/50 Marks

Serial Number	Marks distribution	Components
1.		Class Test/Mid-term examination/Viva-Voce/Tutorials
2.		List of the assessment modes: a. Extension/Field work/Projects/Survey/Polls b. Viva-voce/Quiz/Objective Test/Assignments c. Case let/review writing/photo essays/journals d. Presentations (audio/visual, PowerPoint slides clips, documentaries, short-films, storyboard)/poster exhibitions/ Role-plays e. Customization of assessment mode a - d mentioned above according to the course paper requirement equivalently.
3.		Overall attendance of students and class participation and mannerisms during the instructional deliveries and showcase of talent in extra-curricular activities/volunteering on various front and back end festive platforms, correspondingly.

Term End External Theory Examination: Objectives and descriptive type of questions carries total of 30/50/60 marks and duration of 1-2hours each course respectively.

SIES COLLEGE of Arts, Science and Commerce
(Autonomous) Sion West
The Department of Mass Media
A Proposed Structure of Courses [Credits, Units, and Lectures] Table

For a Multidisciplinary Degree Programme: B.A.M.M.C.

S.Y.B.A.M.M.C. Programme Grid for Level 5.5 of Semester Three and Four 2024-2025

Choice Based Credit System [CBCS] with effect from the academic year 2024-2025

Program: S.Y.B.A.M.M.C		Level: 5.5 Academic Year:2024-25	Credit Points each semester	Semester III	Semester IV
Faculty Component		Department of Mass Media		Course Title	Course Title
Subject 1 Major	Core (DSC) Mandatory	Multimedia and Mass Communication [MMC]	4	Foundations of Advertising [FOA]	Corporate Communication and Public Relations [CCPR] Mass Media Research [MMR]
			4	Fundamentals of Journalism [FOJ]	
	Elective (DSE)	-----[ADV/JOUR/PR]- ---	-	-----	-----
Subject 2 Minor		Business Administration and Management. [BAM]	4	Services Marketing and Strategic Management [SMSM]	Law and Ethics [LAE]
Subject 3 General/Open Elective GEC/OE		Media and Entertainment	2	Media and Marketing Communication [MMC]	Media and Marketing Communication Practices [MMCP]
Vocational and Skill Enhancement Courses	VSC	On Subject 1: MMC	2	Computers and Multimedia [CAM]	_____
	SEC	On Subject 1 or 2:MMC/BAM	2	_____	Film Studies [FS]

Ability Enhancement Course (AEC)	[Centralised] Offered at the Institutional Level	2	Hindi	Hindi
Value Educational Course (VEC) Indian Knowledge System (IKS)			_____	_____
Field Projects	Departmental based on Subject1/2	2	Photography - Photo-walk OR Environmental dimensions: PESTLEEESAA	Photography - Photo-walk OR Environmental dimensions: PESTLEEESAA
Co-curricular Courses		2	Sports/NCC/NSS/ Cultural/Yoga/Value lab/Associations	Sports/NCC/NSS/ Cultural/Yoga/Value lab/Associations
Remarks, if any		Total 22 Credits each semester	UG Certificate on earning 44 credits	

Number of Lectures Allotted: 60 Course name: Foundations of Advertising [FoA]

Course code: SIUMMMJ211 Course Credit: 4 points Total Marks: 100 [40+60]

Course Outline:

1. Unit 1: Introduction to Advertising, Types of Advertising Ethics and Laws in Advertising,
2. Unit 2: Social, Cultural and Economic impact of Advertising, Theories ,
3. Unit3: Integrated marketing communication and tools, Creativity in advertising,
4. Unit 4: Types of advertising agency, department, careers and latest trends in advertising.

Evaluation Methodology:

- A. Internal assessment methodology: 40 marks
 1. Oral & Practical Presentations , Projects / Assignments
 2. Debates /Group Discussion, Open Book Tests
- B. External assessment methodology: 60 marks
Descriptive question paper theory examination

Number of Lectures Allotted: 60 Course name: Fundamentals of Journalism

Course code: SIUMMMJ212 Course Credit: 4 points Total Marks: 100 [40+60]

Course Outline:

- I. History of Journalism in India, News and its process, Principles and format, Types and Careers in Journalism,
- II. Covering an event (flip class), Digital Media Technologies and Introduction to Politics,
- III. Roles include print journalism, digital publishing and editing, broadcasting, researching, media development, freelance writing, specialist journalism, working for news agencies, public relations departments and public sector press departments.
- IV. Relevant media theories in Journalism and Ethics, Trends in Journalism

Evaluation Methodology:

- Internal assessment methodology: 40 marks
 - Oral & Practical Presentations , Projects / Assignments
 - Debates /Group Discussion, Open Book Tests
- External assessment methodology: 60 marks
Descriptive question paper theory examination

No of Lectures Allotted: 60 Course name: Services Marketing and Strategic Management

Course code: SIUMMMN211 Course Credit: 4 points Total Marks: 100[40+60]

Course Outline

- I. Environmental trends and emerging service markets, Types of Services Marketing Environment, Classification of services, Types of services expectations,
- II. Services Marketing Mix, Managing demand and supply, Servicescape, Managing Service Quality, Services Marketing Triangle.
- III. Strategic management process, importance of Strategic Management Levels of strategy; SBUs; PESTLE analysis, Environmental scanning,
- IV. Triple Bottom line, CSR, SWOT analysis, vision mission and goals, Tools and Corporate level strategic Management, Strategic implementation and control.

Evaluation Methodology:

- Internal assessment methodology: 40 marks
 - Oral & Practical Presentations , Projects / Assignments
 - Debates /Group Discussion, Open Book Tests
- External assessment methodology: 60 marks
 - Descriptive question paper theory examination

Class: S.Y.B.A.M.M.C

Semester: IV

DSC 1-MMC 1 **Major Core: 1**

Number of Lectures Allotted: 60

Course name: Corporate Communication and Public Relations

Course code: SIUMMMJ221

Course Credit: 4 points Total Marks: 100 [40+60]

Course Outline:

- I. Key concepts in corporate communication. Mass media laws and ethics on defamation, invasion of privacy, Copyright Act, cyber-crime, RTI.
- II. The growth of PR and identifying reasons for emerging IPR, collaborations between Indian and IPR agencies. The advantages and disadvantages of PR with the role of PR in healthcare to service industry.
- III. Theories and tools of PR to review the PR functions.
- IV. Designing Media Relations and crisis communication plan. New media tools to develop writing skills.

Evaluation Methodology:

- **Internal assessment methodology: 40 marks**
 - ✓ Oral & Practical Presentations , Projects / Assignments
 - ✓ Debates /Group Discussion, Open Book Tests
- **External assessment methodology: 60 marks**
 - Descriptive question paper theory examination

Class: S.Y.B.A.M.M.C

Semester: IV

DSC 1-MMC 1 Major Core: 2

Number of Lectures Allotted: 60

Course name: Mass Media Research

Course code: SIUMMMJ222 Course Credit: 4 points Total Marks: 100 [40+60]

Course Outline:

1. The scope of Mass Media Research with the process of Research in media. The research design concepts and application.
2. Categorize data collection methods and tabulation of data and designing of questionnaires through interview skills.
3. The content analysis process and its limitations and the semiotics in media.
4. The application of research in mass media.

Evaluation Methodology:

- **Internal assessment methodology: 40 marks**
 - ✓ Oral & Practical Presentations , Projects / Assignments
 - ✓ Debates /Group Discussion, Open Book Tests
- **External assessment methodology: 60 marks**
 - Descriptive question paper theory examination

Class: S.Y.B.A.M.M.C

Semester: IV

Minor: BAM

No of Lectures Allotted: 60

Course name: Law and Ethics

Course code: SIUMMMN221

Course Credit: 4 points

Total Marks: 100[40+60]

Course Outline

Objects, Scope and Applicability of the following:

- Commercial Law, Industrial Law, Corporate Law,
- Media law and Ethics
- Business Ethics, Ethics-meaning, importance, nature and relevance to business Values and attitudes of professional accountants.
- Seven principles of public life. Ethics in Business.

Evaluation Methodology:

- **Internal assessment methodology: 40 marks**
 - ✓ Oral & Practical Presentations , Projects / Assignments
 - ✓ Debates /Group Discussion, Open Book Tests
- **External assessment methodology: 60 marks**
 - Descriptive question paper theory examination