



SIES College of Arts, Science and Commerce, Autonomous, Sion west, Mumbai

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

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. Programmes are 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 fulfil the institutional learning objectives and mentor a well-integrated personality in its learners.

Table 1: B.A.M.M.C Programmes 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>Domain Dependent (POs 1-5)</i>	<i>POs</i>	PO Statements
	COGNITIVE LEVEL	
	PO1 <i>Solving Complex Problem</i>	Apply the knowledge to break down complex questions into simple components by designing processes required for problem solving.
	PO2 <i>Critical Thinking</i>	Evaluate the accuracy and validity of assumptions with an ability to reflect essentially from different perspectives and ideas.
	PO3 <i>Reasoning ability and Rational thinking</i>	Think rationally and analyze socio-cultural-legal issues with decisive responsibility that promote community welfare.
	SKILL LEVEL	
	PO4 <i>Research skill</i>	Integrate the contextual knowledge in an inter-disciplinary framework by exercising the analytical skill, research ability, creativity, for employability and collaborating with industries.
	PO5 <i>Effective Communication skill</i>	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 <i>Social Interactive Skills and team work</i>	Stimulate constructive social interactions in multidisciplinary settings by exhibiting, adapting leadership and team-building skills.
	ATTITUDE LEVEL	
	PO7 <i>Ethical values</i>	Recognize and respect different value systems with a commitment to fulfil one's own professional duties and responsibilities.
	PO8 <i>Self-directed Learning</i>	Demonstrate the ability to keep evolving in life-long learning and upgrade with the changing global and technological advancements.
	PO9 <i>Sensitization towards Environment and Sustainability</i>	Create an ecological consciousness to develop a sustainable culture for a sustainable future.
	PO10 <i>Gender Sensitization</i>	Analyze coherent understanding of human rights from multi- disciplinary perspectives.
	PO11 <i>Civic Engagement</i>	Express empathetic social concern in pro-active ways to engage with civic and governance issues.

STRUCTURE OF THE B.A.M.M.C. PROGRAMME:

The **B.A.M.M.C. PROGRAMME** is structured in 6 semesters and is offered with the following specializations.

For detailed Syllabus, please refer to [Academics-Courses and Syllabus](#).

Semester wise Course List for 2021-22

First Year B.A.M.M.C. Semester I

Title	Course Code	Name of the Course
AECC	SIUBAMMC11	Effective Communication-I (EC-I)
AEEC	SIUBAMMC12	Foundation Course-I (FC-I)
DSC	SIUBAMMC13	Visual Communication (VC)
DSC	SIUBAMMC14	Fundamentals Of Mass Communication (FMC)
DSC	SIUBAMMC15	Current Affairs (CA)
DSE	SIUBAMMC16	History Of Media (HOM)
VAO	-	Managerial Skills Development-I (MSD-I)

First Year B.A.M.M.C. Semester II

Title	Course Code	Name of the Course
AECC	SIUBAMMC21	Effective Communication-II (EC-II)
AEEC	SIUBAMMC22	Foundation Course-II (FC-II)
DSC	SIUBAMMC23	Content Writing (CW)
DSC	SIUBAMMC24	Introduction To Advertising (ITA)
DSC	SIUBAMMC25	Introduction To Journalism (ITJ)
DSE	SIUBAMMC26	Media, Gender & Culture (MGC)
VAO	-	Managerial Skills Development-II (MSD-II)

Second Year B.A.M.M.C. Semester III

Title	Course Code	Name of the Course
AEEC	SIUBAMMC311	Electronic Media-I (EM-I)
DSC	SIUBAMMC32	Corporate Communication And Public Relations (CCPR)
DSC	SIUBAMMC33	Media Studies (MS)
DSC	SIUBAMMC34	Introduction To Photography (ITP)
DSE	SIUBAMMC35	Film Communication- I (FCO-I)
DRG	SIUBAMMC36	Computers And Multimedia-I (CAM-I)

Second Year B.A.M.M.C. Semester IV

Title	Course Code	Name of the Course
AEEC	SIUBAMMC41	Electronic Media-II (EM-II)
DSC	SIUBAMMC42	Writing And Editing For Media (WEM)
DSC	SIUBAMMC43	Media Laws And Ethics (MLE)
DSC	SIUBAMMC44	Mass Media Research (MMR)
DSE	SIUBAMMC45	Film Communication-II (FCO-II)
DRG	SIUBAMMC46	Computers And Multimedia-II (CAM-II)

Third Year B.A.M.M.C. (Advertising) Semester V

Title	Course Code	Name of the Course
DRG	SIUBAMMCA51	Copywriting (CW)
DRG	SIUBAMMCA52	Advertising And Marketing Research (AMR)
DSE	SIUBAMMCA53	Brand Building (BB)
DSE	SIUBAMMCA54	Agency Management (AM)
DSE	SIUBAMMCA55	Direct Marketing And E-Commerce (DMEC)
DSE	SIUBAMMCA56	Consumer Behaviour (CB)

OR**Third Year B.A.M.M.C. (Journalism) Semester V**

Title	Course Code	Name of the Course
DRG	SIUBAMMCJ51	Reporting (REPO)
DRG	SIUBAMMCJ52	Investigative Journalism (IJ)
DSE	SIUBAMMCJ53	Writing And Editing Skills (WES)
DSE	SIUBAMMCJ54	Global Media And Conflict Resolution (GMCR)
DSE	SIUBAMMCJ55	Business And Financial Journalism (BFJ)
DSE	SIUBAMMCJ56	News Media Management (NMM)

Third Year B.A.M.M.C. (Advertising) Semester VI

Title	Course Code	Name of the Course
DRG	SIUBAMMCA61	Digital Media (DM)
DRG	SIUBAMMCA62	Advertising Design (AD)
DSE	SIUBAMMCA63	Advertising In Contemporary Society (ACS)
DSE	SIUBAMMCA64	Brand Management (BM)
DSE	SIUBAMMCA65	Media Planning And Buying (MPB)
DSE	SIUBAMMCA66	Retailing And Merchandising (RAM)

OR**Third Year B.A.M.M.C (Journalism) Semester VI**

Title	Course Code	Name of the Course
DRG	SIUBAMMCJ61	Digital Media (DM)
DRG	SIUBAMMCJ62	Newspaper And Magazine Design (Project) (NMD)
DSE	SIUBAMMCJ63	Contemporary Issues (CI)

DSE	SIUBAMMCJ64	Lifestyle Journalism (LJ)
DSE	SIUBAMMCJ65	Crime Reporting (CR)
DSE	SIUBAMMCJ66	Television Journalism (TJ)

- AECC: Ability Enhancement Compulsory Course |
- AEEC: Ability Enhancement Elective Course |
- DSC: Discipline Specific Core |
- DSE: Discipline Specific Elective |
- DRG: Discipline Related Generic |
- VAC: Value Add On |

(Unaided- Professional Self-financed Programme)			
Table 2: Structure Of The B.A.M.M.C. Programme			
Programme	First Year B.A.M.M.C Semester I and II	Second Year B.A.M.M.C Semester III and IV	Third Year B.A.M.M.C Semester V and VI
B.A.M.M.C. Unaided	6 theory courses compulsory in each Semester packaged with professional skill development and practical application. <ul style="list-style-type: none"> • All are a combination of AECC: Ability Enhancement Compulsory Course AEEC: Ability Enhancement Elective Course DSC: Discipline Specific Core DSE: Discipline Specific Elective DRG: Discipline Related Generic VAC: Value Add On 	1 theory elective course in addition to 1 practical course along with 4 theory compulsory courses in each Semester bundled with professional skill development and practical application <ul style="list-style-type: none"> • All are a combination of AECC: Ability Enhancement Compulsory Course AEEC: Ability Enhancement Elective Course DSC: Discipline Specific Core DSE: Discipline Specific Elective DRG: Discipline Related Generic 	1 practical course and 5 theory courses compulsory in each Semester packaged with professional skill development and practical application (Any one specialization of choice from advertising and journalism) <ul style="list-style-type: none"> • All are a combination of AECC: Ability Enhancement Compulsory Course AEEC: Ability Enhancement Elective Course DSC: Discipline Specific Core DSE: Discipline Specific Elective DRG: Discipline Related Generic

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