



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.

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

	<b><i>Sustainability</i></b>	
	<b><i>PO10 Gender Sensitization</i></b>	Analyze coherent understanding of human rights from multi- disciplinary perspectives.
	<b><i>PO11 Civic Engagement</i></b>	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.

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**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 4	Foundations of Advertising [FOA]  Fundamentals of Journalism [FOJ]	Corporate Communication and Public Relations [CCPR]  Mass Media Research [MMR]
	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]

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



### **Subject 3: General/Open Elective [OE]**

Semester Three      Course Code: **SIUMMOE211**      Credits allotted: 2 points  
Course Name: Media and Marketing Communication      Alias: MMC  
Total Sessions: 30 [L/P/T]      Total Marks: 50  
Internal Assessment: 20 marks      Semester End Theory: 30 marks

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#### **Course Outline:**

- I. Market and Types, Elements, Importance, Functions of Marketing ,6 Roles of a Marketing Manager, Consumer Behaviour,5 Buying Roles, Buyer Decision Process towards new products-Bases of Market segmentation, STP Target Market,
- II. Marketing Mix-: and Marketing Communication and its role. Marketing Communication Strategy, and Brand relationship, IMC: Integrated Marketing Communications, Trends in Marketing.

#### **Evaluation Methodology:**

- Internal assessment methodology: 20 marks
  - ✓ Oral & Practical Presentations , Projects / Assignments
  - ✓ Debates /Group Discussion, Open Book Tests
  - ✓ Presentations (audio/visual ppts, clips, documentaries, short-films, storyboard)/poster exhibitions/ Role-plays
  
- External assessment methodology: 30 marks  
Descriptive question paper theory examination

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

Semester: III

Field Projects on Major/Minor

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Course name: Field Projects

Course code: SIUMMFP211 Course Credit: 2 points

Number of Lectures Allotted: 30 Total Marks: 50 Internals

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Field Projects [FP]- Practical

[Formative and Summative research based projects]

Major: Skill based: Photography – Methodical approach

OR

Minor: Knowledge based: PESTLEEESA – analytical approach

The environmental factors/ such as Political, Economic, Social, Technical, Legal, Entertainment, Education, Ecological, Sports, Spiritual, and Agricultural dimensions are a part of the framework.

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

Semester: III

Co-curricular Courses

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Course name: Co-curricular Courses

Course code: SIUEXCC211 Course Credit: 2 points

Number of Lectures Allotted: 30

Total Marks: 50 Internals

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Sports/NCC/NSS/Cultural/Yoga/Value Lab/Associations

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-----SYBAMMC Semester Three-----

### **Subject 3: General/Open Elective [OE]**

Semester: Four      Course Code: **SIUMMOE221**      Credits allotted: 2 points  
Course Name: Media and Marketing Communication Practices      Alias: MMCP  
Total No.of Lectures: 30 [L/P/T]      Total Marks: 50  
Internal Assessment: 20 marks      Semester End Theory: 30 marks

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#### **Course Outline:**

1. IMC : Integrated Marketing Communication, Objective / Importance of IMC, Tools – Advertising – Comparative analysis of Media options, TRP and how to calculate, Media Scheduling Strategies, 5 Ms in Advertising, Buying Motive/Selling styles, USP, Ad Appeals,
2. Sales Promotion – importance and tools PR: - Tools, Personal Selling:- AIDAS, Direct Marketing, Internet, Branding, Selling v/s Marketing, Market Research, Advertising Campaign, Regulation and control on Advertising and Evaluating the Media effectiveness.

#### **Evaluation Methodology:**

- **Internal assessment methodology: 20 marks**
- ✓ Oral & Practical Presentations , Projects / Assignments
- ✓ Debates /Group Discussion, Open Book Tests

Presentations (audio/visual ppts, clips, documentaries, short-films, storyboard)/poster exhibitions/ Role-plays

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

Semester: IV

Field Projects on Major/Minor

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Course name: Field Projects

Course code: SIUMMFP221

Course Credit: 2 points

Number of Mentoring Sessions: 30

Total Marks: 50 Internals

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Field Projects [FP]- Practical

[Formative and Summative research based projects]

Major: Skill based: Photography – Methodical approach

OR

Minor: Knowledge based: PESTLEEESSA – analytical approach

Environmental factors/ such as Political, Economic, Social, Technical, Legal, Entertainment, Education, Ecological, Sports, Spiritual, and Agricultural dimensions framework.

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

Semester: IV

Co-curricular Courses

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Course name: Co-curricular Courses

Course code: SIUEXCC221

Course Credit: 2 points

Number of Sessions: 30

Total Marks: 50 Internals

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Sports/NCC/NSS/Cultural/Yoga/Value Lab/Associations

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-----SYBAMMC Semester Four-----