COSMOPOLITAN'S
VALIA C.L. COLLEGE OF COMMERCE & VALIA L.C. COLLEGE OF ARTS
D.N.Nagar, Andheri (West), Mumbai 400 053

PROGRAM OUTCOMES, PROGRAM SPECIFIC OUTCOMES & COURSE OUTCOMES

Bachelor of Arts

(Multimedia & Mass Communication)

PROGRAM- Bachelor of Arts (Multimedia and Mass Communication

PROGRAM CODE: NA

PROGRAM OUTCOMES

PO1	Critical Thinking
PO	Effective Communication
PO	Social Interaction
PO	Effective Citizenship
PO5	Ethics
PO	Enviornment and Sustainability
PO	Self Directed and Lifelong Learning

PROGRAM SPECIFIC OUTCOMES

PSO1 — CREATE A GLOBAL AWARENESS OF POLITICAL, SOCIAL AND CORPORATE ISSUES AND THEIR INTERACTIONS WITH MASS MEDIA

PSO2 — ANALYSE THE FOUNDATION, PROCESS AND PRACTICE OF WRITING/ REATING AND MARKETING AND ITS IMPACT ON DIFFERENT MEDIA

PSO3 — APPLY THE CREATIVE SKILLS OF WRITING AND DESIGNING TO CREATE MEDIA CONTENT FOR VARIOUS PLATFORMS

Semester I

Course: Effective Communication I

COURSE OUTCOMES
CO-1 Understand what is communication.
CO-2 Describe the technical and general communication.
CO-3 Present various types of reading.
CO-4 Analyse how a perfect presentation is made.
CO-5 Review the translation and importance of language used.
CO-6 Create a project on communication.

Course: Foundation Course I

COURSE OUTCOMES
CO-1 Describe some important features of society and its structure with special reference to India and substance abuse.
CO-2 Understand and explain the different features and problems of life in Indian Society.
CO-3 Examine some crucial aspects of life in India.
CO-4 Compare and contrast different aspects of life in Indian society.
CO-5 Critically evaluate the importance of crucial values in a society.
CO-6 Formulate approaches to resolve various issues faced by Indian society.

Course: Fundamentals of Mass Communication

COURSE OUTCOMES
CO-1 Describe some important features of communication.
CO-2 Understand and explain the different important aspects of mass communication and its transformation.
CO-3 Examine the contemporary scene of communication and the economic impact of mass communication.
CO-4 Compare and contrast the challenges of new media.
CO-5 Critically evaluate the models of communication and the changes in the country.
CO-6 Formulate approaches to measure the impact of forms of mass communication and the impact of mass media on society.

Course: History of Media

COURSE OUTCOMES
CO-1 Outline the history of media in India through the help of key events and major developments.
CO-2 Understand the role and impact of various forms of media.
CO-3 Illustrate the value of using multiple techniques for various forms of media.
CO-4 Compare and contrast the new developments in various forms of media.
CO-5 Arrange the work of eminent media personalities of Indian media in context to the contemporary society.
CO-6 Present the contribution of various media icons to the growth and development of various forms of Indian media.

Course: Current Affairs

COURSE OUTCOMES
CO-1 Describe current developments in various fields.
CO-2 Explain burning issues covered in media.
CO-3 Apply basic understanding of politics, economics, environment & technology to write a report.
CO-4 Appraise interest in reading newspapers and staying updated.
CO-5 Investigate various issues in the contemporary society.
CO-6 Develop technological skills for getting an understanding of the society.

Course: Visual Communication

COURSE OUTCOMES
CO-1 Describe the history and the importance of visual communication.
CO-2 Discuss visual communication as a process and expression and the psychological implications of Colour.
CO-3 Employ the various key concepts and tools of visual communication.
CO-4 Appraise the various theories, elements of design, ethics, and impact of visual communication.
CO-5 Critically evaluate the visuals presented in the media.
CO-6 Create visuals and a strategy to make it viral on traditional and social media.

Semester II

Course: Effective Communication II

COURSE OUTCOMES
CO-1 Define writing, organizational writing and report writing.
CO-2 Explain the format of a report.
CO-3 Edit various reports and stories.
CO-4 Analyze paraphrasing with the help of an example.
CO-5 Experiment and interpret technical data.
CO-6 Design a report.

Course: Foundation Course II

COURSE OUTCOMES
CO-1 Define certain concepts from the fields of Commerce Human rights Ecology and Psychology.
CO-2 Understand and explain certain concepts from the fields of Commerce Human rights Ecology and Psychology.
CO-3 Examine the relationship between different aspects of the physical and psychosocial environment and human life and development.
CO-4 Distinguish between certain aspects of conflicts in society.
CO-5 Evaluate the impact of different aspects of globalization on everyday life in India.
CO-6 Formulate approaches to resolve various issues related to stress and conflict in society.

Course: Content Writing

COURSE OUTCOMES
CO-1 List and define various key aspects of grammar.
CO-2 Summarize snippets and tickers.
CO-3 Demonstrate presentation skills in a three-minute presentation using the tools available.
CO-4 Analyze written content and arrange the structure of a story.
CO-5 Evaluate similarities and differences of print and digital writing.
CO-6 Create a sample ad campaign.

Course: Introduction to Journalism

COURSE OUTCOMES
CO-1 Identify and define all vital terms under introductory journalism.
CO-2 Discuss relevant and current issues of affairs related to the state and nation.
CO-3 Use techniques of news selection and understand the news process.
CO-4 Investigate the crux of news stories and categorize beats.
CO-5 Choose the right career in journalism by monitoring relevant fields.
CO-6 Design and construct news stories using the principles of journalism.

Course: Introduction to Advertising

COURSE OUTCOMES
CO-1 Describe the elements of advertising and it various forms.
CO-2 Review the key concepts of advertising with special reference to ethics, creativity and Integrated Marketing Communication (IMC).
CO-3 Illustrate the creativity used in advertising through different tools and theories.
CO-4 Inspect ethics in advertising.
CO-5 Judge the importance of new media in advertising.
CO-6 Design a roadmap for advertising for a product/ service using various tools.

Course: Media, Gender and Culture

COURSE OUTCOMES
CO-1 State the significance of culture and the media industry.
CO-2 Recognize the association between the media, gender, and culture in the society.
CO-3. Illustrate the changing perspectives of media, gender and culture in the globalized era.
CO-4 Question the importance of gender equality in the society.
CO-5 Measure the increasing significance of Globalization.
C0-6 Formulate the application and significance of Digital media, Gender & Culture.

SEMESTER III

Course: Theatre and Mass Communication I

COURSE OUTCOMES
CO-1 Describe the history and growth of theatre.
CO-2 Review different traditions of theatre.
CO-3 Discuss the theatre different architecture and designs.
CO-4 Recreate the important plays like Romeo and Juliet, Shantana! Court Chalu Aahe.
CO-5 Distinguish between the past and present ways of theatre management.
CO-6 Conduct a study on the workings of a theatre.

Course: Film Communication I

COURSE OUTCOMES
CO-1 Recognize the liking and understanding of good cinema.
CO-2 Discuss a brief history of movies and the major cinema movements.
CO-3 Apply the power of visuals and sound and the ability to make use of them in effective communication.
CO-4 Compare and get an insight into film techniques and aesthetics.
CO-5 Ascertain cinema with a new perspective.
CO-6 Create a good documentary or short film.

Course: Computers and Multimedia I

COURSE OUTCOMES
CO-1 List and describe the basic and key concepts of various editing software's.
CO-2 Discuss the industry usage of different editing and creating software.
CO-3 Apply the tools and techniques available on various editing software's.
CO-4 Compare and analyse different software's for different projects.
CO-5 Evaluate the various tools and techniques of different software's.
CO-6 Design a campaign for a product/ service.

Course: Introduction to Photography

COURSE OUTCOMES
CO-1 Describe the key concepts of photography.
CO-2 Discuss the different types of lenses in photography.
CO-3 Illustrate the techniques of photography in a photoshoot.
CO-4 Categorize different types of lights and their usage in photography.
CO-5 Summarize the composition of a camera.
CO-6 Create a portfolio of different styles of photos.

Course: Corporate Communications and Public Relations

COURSE OUTCOMES
CO-1 Define and introduce the various elements of corporate communication and public relations and consider their roles in managing organizations
CO-2 Classify key concepts of corporate communication and public relations.
CO-3 Examine how various elements of corporate communication must be coordinated to communicate effectively in today's competitive world.
CO-4 Compare and contrast the different practices associated with corporate communication with the latest trends and social media tools.
CO-5 Critically evaluate the theories of public relations
CO-6 Construct effective corporate communication and public relation plans/strategies.

Course: Media Studies

COURSE OUTCOMES
CO-1 Describe some important terms of media studies.
CO-2 Understand and explain the different important aspects of media theories, behavior and media effects.
CO-3 Examine the effect of media studies on audience and politics (Vice Versa).
CO-4 Compare and contrast of the media effect on audience with the help of theories.
CO-5 Critically evaluate the media theories and their impact.
CO-6 Formulate approaches to study the impact of media in the recent times.

SEMESTER IV

Course: Theatre and Mass Communication II

COURSE OUTCOMES
CO-1 Define in detail about play writing.
CO-2 Discuss the structure of a play.
CO-3 Recreate the plays.
CO-4 Analyze the direction and rehearsal techniques of a play.
CO-5 Evaluate the business aspects of theatre.
CO-6 Develop a play and its elements.

Course: Computers and Multimedia II

COURSE OUTCOMES
CO-1 List and describe the key concepts of various editing software's.
CO-2 Discuss the industry usage of each separate editing and creating software.
CO-3 Apply the tools and techniques available on various editing software's.
CO-4 Compare and analyze different software's for various projects.
CO-5 Design a campaign for a product/ service.
CO-6 Evaluate the various tools and techniques of different software's.

Course: Film Communication II

COURSE OUTCOMES
CO-1 Outline the cinema from different regions and understand the process of film making.
CO-2 Understand the contribution of cinema in society.
CO-3 Apply various technical and grammatical rules to filmmaking.
CO-4 Debate the use of mass communication in filmmaking and its marketing.
CO-5 Evaluate the economic aspects of film.
CO-6 Propose a new script for a meaningful film.

Course: Writing and Editing for Media

COURSE OUTCOMES
CO-1 State and define the elements of various forms of written media.
CO-2 Recognize the features and methods of writing for various media.
CO-3 Employ various techniques of writing for different media.
CO-4 Collect methods and elements of writing for various forms of digital media.
CO-5 Support the growth of digital media and the necessity of accuracy in writing.
CO-6 Develop new formats of writing for various forms of digital media.

Course: Mass Media Research

COURSE OUTCOMES
CO-1 Describe some important features of research and semiotics.
CO-2 Understand and explain the important aspects of research and sampling.
CO-3 Examine the types of research and its components.
CO-4 Compare and contrast the challenges of variables.
CO-5 Critically evaluate data collection tools and content analysis.
CO-6 Formulate approaches to measure and evaluate the tools of data collection.

Course: Media Laws and Ethics

COURSE OUTCOMES
CO-1 List the laws that impact the media.
CO-2 Recognize the work of social and ethical responsibility of media.
CO-3 Illustrate the work of Judiciary with the help of different laws.
CO-4 Analyse Self -Regulatory bodies and their role in providing ethical guidance to different media.
CO-5 Evaluate critically fake news in its different forms.
CO-6 Present different laws and their ethical background.

SEMESTER V

Course: Agency Management

COURSE OUTCOMES
CO-1 Define the key concepts related to ad agencies and entrepreneurship.   **CO-2** Explain the processes and methods used by various ad agencies and their departments.   **CO-3** Demonstrate the client-agency relationship by using certain tools.   **CO-4** Critically evaluate the tools used by ad agencies for its various functions.   **CO-5** Evaluate the processes and methods employed by ad agencies for new media and business.   **CO-6** Design speculative and real advertising campaigns.

Course: Advertising and Marketing Research

COURSE OUTCOMES
CO-1 Define the need and importance of the key aspects of advertising research.   **CO-2** Discuss the objectives and process of various aspects of advertising research.   **CO-3** Apply the various tools for data collection and analysis for advertising research.   **CO-4** Categorize and analyze the data and tools of data analysis for advertising research.   **CO-5** Evaluate the various aspects of advertising research.   **CO-6** Create a research report using all the tools and aspects of advertising research.

Course: Brand Building

COURSE OUTCOMES
CO-1 List and define the various key concepts of a brand and its branding.   **CO-2** Discuss identity and personality of domestic and global brands.   **CO-3** Employ various methods for brand building.   **CO-4** Inspect the various strategies used for brand building.   **CO-5** Support the efforts of brand building using various models and techniques.   **CO-6** Design a CSR campaign as an effort for brand building.

Course: Copywriting

COURSE OUTCOMES
CO-1 Define copywriting and related terminologies.
CO-2 Understand the various elements of copywriting.
CO-3 Analyze the requirements of various age groups while writing copy.
CO-4 Investigate the copy of various media in the current scenario.
CO-5 Evaluate various execution techniques.
CO-6 Design a copy for given topic.

Course: Direct Marketing and E Commerce

COURSE OUTCOMES
CO-1 Describe important terms of direct marketing and e-commerce.
CO-2 Understand and discuss various tools of direct marketing and database management.
CO-3 Examine online and offline business in contemporary times.
CO-4 Compare and contrast integrated marketing communication and direct marketing.
CO-5 Critically evaluate the market research and testing with the integration of direct marketing.
CO-6 Formulate approaches to design a website and ensure implementation.

Course: Consumer Behavior

COURSE OUTCOMES
CO-1 Understand the importance of consumer behaviour to marketers.
CO-2 Discuss the factors influencing consumer buying behaviour and implications on marketers.
CO-3 Explain the impact of perception and learning in consumer buying behaviour.
CO-4 Analyse the significance of consumer decision making process on developing marketing strategies.
CO-5 Critically evaluate the factors influencing consumer behaviour
CO-6 Compose a report on adoption and diffusion process of a consumer and its effects on marketers.

Course: Investigative Journalism

COURSE OUTCOMES
CO-1 Define the role of the practice of investigative journalism.
CO-2 Review the methods used by investigative journalists.
CO-3 Apply the knowledge of writing and research to write a story.
CO-4 Appraise the methods of conducting investigative research in an ethical manner.
CO-5 Evaluate the practice of investigative journalism with the help of existing cases.
CO-6 Devise new ways of conducting research for an investigative story.

Course: Reporting

COURSE OUTCOMES
CO-1 Define the role of reporters in the field of Journalism.
CO-2 Understand basic ethos of the news and news-gathering.
CO-3 Write or present the copy in the format of news.
CO-4 Investigate the various beats and develop a nose for each one of them.
CO-5 Defend journalistic ethics and become responsible reporters and the face of media.
CO-6 Devise plans and acquire the skills of news-gathering with traditional as well as modern tools.

Course: Writing and Editing Skills

COURSE OUTCOMES
CO-1 Define the various terms and genres of a newspaper.
CO-2 Review various elements of editing.
CO-3 Employ different techniques of writing and editing.
CO-4 Compare and contrast the necessary skills of an editor.
CO-5 Investigate different types of interview.
CO-6 Create a sample resume.

Course: Media Laws and Ethics

COURSE OUTCOMES
CO-1 Understand the laws that impact the media
CO-2 Discuss the ethical responsibilities of the media
CO-3 Classify the challenges of fake news and misinformation in a new changing ecosystem of news and information.
CO-4 Investigate the history of different laws that help media to self -regulate their actions.
CO-5 Evaluate the need for ethics and self -regulation in media.
CO-6 Synthesize the core principles of Journalism and critically examine ethical journalism as a weapon to combat unethical journalism.

Course: Business and Financial Journalism

COURSE OUTCOMES
CO-1 Describe the role of a business journalist in the society.
CO-2 Discuss the different aspects of the stock exchange and the equity market.
CO-3 Demonstrate the impact of various factors on the financial sector.
CO-4 Inspect the reportage on new businesses and problem cases in the financial sector.
CO-5 Defend the role of regulatory bodies in the financial sector.
CO-6 Compose a report on an existing case study in business and financial journalism.

Course: Journalism and Public Opinion

COURSE OUTCOMES
CO-1 Define the role of media in influencing and impacting public opinion.
CO-2 Understand the co-relation of the media on public opinion on socio-economic issues.
CO-3 Analyse the role of digital and social media in the formation of public opinion.
CO-4 Appraise theoretical framework of research on media and society.
CO-5 Revise knowledge of media and operations according to the changing times.
CO-6 Plan effective use of media for shaping public opinion and thereby policies.

SEMESTER VI

Course: Digital Media

COURSE OUTCOMES
CO-1 Describe the significance of digital media.
CO-2 Understand the applications of digital marketing in various sectors.
CO-3 Illustrate the various methods of Digital marketing.
CO-4 Debate the significance of Cyber Laws in India.
CO-5 Choose the most appropriate form of digital marketing for a project.
CO-6 Design a digital marketing plan using social media platform.

Advertising

Course: Entertainment and Media Marketing

COURSE OUTCOMES
CO-1 Define the key concepts of various forms of marketing for entertainment media.
CO-2 Discuss the various methods of entertainment marketing used by different mediums.
CO-3 Employ multiple techniques of entertainment marketing and examine its impact.
CO-4 Inspect the growth and relevance of niche mediums of entertainment marketing.
CO-5 Evaluate the prominent existing cases of entertainment marketing.
CO-6 Develop a marketing plan for a content piece of multiple mediums.

Course: Brand Management

COURSE OUTCOMES
CO-1 Define the important terms of branding.
CO-2 Discuss the importance of brand equity for building image of a product in consumer's mind.
CO-3 Classify the elements of a brand and the various strategies which helps in developing equity of a brand.
CO-4 Analyze models of brand equity and its practical usage
CO-5 Evaluate the concept of brand architecture, brand hierarchy, brand extension and cause marketing.
CO-6 Generalize equity for a brand with the help of brand equity models.

Course: Media Planning and Buying

COURSE OUTCOMES
CO-1 Define the key concepts and tools of media planning and buying.
CO-2 Discuss the various tools and machinery available to the practice of media planning and buying.
CO-3 Illustrate the media planning and buying strategies with the help of tools, media measurement devices and negotiation strategies.
CO-4 Investigate the various market conditions and modes of advertising for a perfect media buying strategy.
CO-5 Critically evaluate the media vehicles available and their validity.
CO-6 Organize data collected through market research for media planning and buying.

Course: Advertising in Contemporary society

COURSE OUTCOMES
CO-1 Define liberalization, privatization, globalization.
CO-2 Discuss the various effects of liberalization, privatization, globalization in advertising.
CO-3 Examine different types of advertising.
CO-4 Analyze the new mediums of advertising.
CO-5 Assess different type of advertising in contemporary society.
CO-6 Conduct case study on marketing and advertising and effects of social marketing.

Course: Advertising Design

COURSE OUTCOMES
CO-1 List and define the key concepts and aspects of advertising designing.
CO-2 Discuss project management and overview of project planning
CO-3 Illustrate ways to overcome obstacles in an advertising campaign.
CO-4 Compare and contrast the tools and techniques available for advertising design.
CO-5 Summarize the different levels of visual representation aids.
CO-6 Design a complete advertising campaign for a product/ service.

Journalism

Course: Contemporary Issues

COURSE OUTCOMES
CO-1 List social movements relevant to contemporary issues.
CO-2 Discuss the dynamics of different social movements.
CO-3 Examine economic growth in different countries in detail.
CO-4 Analyze the importance of advertising with respect to aspects like crime, politics, tourism, agricultural growth etc.
CO-5 Investigate the changing trends in politics, economy etc.
CO-6 Plan a field trip to social workers place or participate in a social cause.

Course: Lifestyle Journalism

COURSE OUTCOMES
CO-1 Define the elements of good lifestyle journalism.
CO-2 Discuss the various forms of lifestyle journalism.
CO-3 Use the tools and mediums of lifestyle journalism to write a story.
CO-4 Appraise the different writing styles and its influences on lifestyle journalism.
CO-5 Critically evaluate the power of marketing, and collaborations in the fashion and lifestyle world.
CO-6 Organize the existing information on fashion and lifestyle.

Course: Television Journalism

COURSE OUTCOMES
CO-1 Describe the history and characteristics of television journalism.
CO-2 Classify television journalism into multiple aspects and review them.
CO-3 Examine the effectiveness of the emerging trends in television journalism.
CO-4 Appraise the current status of television journalism.
CO-5 Critically evaluate the various aspects of television journalism.
CO-6 Develop content for various forms of television journalism.

Course: Crime Journalism

COURSE OUTCOMES
CO-1 Define the key concepts of crime reporting.
CO-2 Discuss the elements of crime reporting and law enforcement machinery of India.
CO-3 Apply various tools and and techniques to the practice of crime reporting.
CO-4 Analyze the key aspects of crime journalism in India.
CO-5 Evaluate the various methods of investigations for crime reporting in India.
CO-6 Create a report on the crime journalism in India.

Course: Newspaper and Magazine Making

COURSE OUTCOMES
CO-1 List and define the key concepts and aspects of newspaper and magazine printing and editing.
CO-2 Discuss project management and overview of project planning.
CO-3 Illustrate ways to overcome obstacles in newspaper and magazine printing and editing.
CO-4 Compare and contrast the tools and techniques available and select the most suitable one.
CO-5 Summarize the different levels of visual representation aids.
CO-6 Create a 24 x 8 newspaper sheet and magazine.