





## Programme Outcomes/Programme Specific Outcomes/Course Outcomes

(Semester I to VI)

Name of Programme: Bachelor of Multimedia and Mass Communication Programme Code: UG01.02

#### **Programme Outcomes:**

- PO 1: Graduates will demonstrate conversance with the several psychological, social, economic and environmental issues.
- PO 2: Graduates will show increased preparedness to meet the requirements of the industry.
- O 3: Graduates will demonstrate skill sets to be active and innovative problem solvers.
- PO 4: Graduates will exhibit enhanced ability to appreciate the vital link between human values and human existence.
- PO 5: Graduates will demonstrate increased competence to apply learning from the theoretical foundations acquired to real life problems.

#### **Programme Specific Outcomes:**

After successful completion of the three years of B.A. (MMC) programme, the graduate will be able to:

- PSO 1: Demonstrate various skills set with respect to disciplines of Arts, Media (Advertising & Journalism), and OTT platforms.
- PSO 2: Exhibit skills of effective communication and research aptitude in Advertising and Journalism.
- PSO 3: Use analytical and research tools of media marketing.
- PSO 4: Utilize information technology tools pertaining to media and ad production.
- PSO 5: Make use of practical skills in the field of brand building, ad design, copy writing and agency management.

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M. H. Shroff College of Commerce Bhulabhai Desai Road,

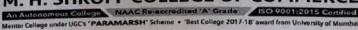
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Programme Coordinator

## landivli Education Society's B. K. SHROFF COLLEGE OF ARTS & M. H. SHROFF COLLEGE OF COMMERCE







O 6: Understand the importance of ethical values, social, environmental, human rights and other critical issues faced by humanity at the local, national and international level and manifest them with Advertising and Journalism.

Course Outcomes:

#### Semester 1

Course Name: Visual Communication

19UBMM101

CO	Course Outcomes	Bloom's Taxonomy	DCO
1	Remember and understand the language of visuals.	Remembering and	PSO 6
2	Demonstrate the theoretical knowledge with the practical aspects of Visual Communication	Understanding Applying	1
3	Analyze visual communication from a critical perspective and study the effect of changes in demand & supply on equilibrium.	Analyzing	3

Course Name: Fundamentals of Mass Communication

19UBMM102

#### COURSE OUTCOMES:

By the end of this course, learners will be able to:

CO	Course Outcomes	Bloom's Taxonomy	PSO
1	Remember and understand the history and development of Mass Communication	Remembering and Understanding	6
2	Develop a critical understanding of Mass Media	Applying	1
3	Examine the key elements of new media and Media Convergence	Analyzing	3

Course Name: Current Affairs

19UBMM103

**COURSE OUTCOMES:** 

By the end of this course, learners will be able to:

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Vidhi Rajora M. H. Shroff College of Commerce Programme Coordinator

Bhulabhai Desai Road, Kandivii (West: mbal-67

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CO	Course Outcomes	Bloom's Taxonomy	PSO
1	Examine current developments in various fields.	Remembering and Understanding	6
2	Predict the repercussions of unthoughtful human actions and become actively aware about burning issues covered in the media.	Applying	1
3	Draw inferences from politics, economics, environment and technology to grasp the relevance of related news.	Analyzing	3

Course Name: History of Media

19UBMM104

#### **COURSE OUTCOMES:**

By the end of this course, learners will be able to:

CO	Course Outcomes	Bloom's Taxonomy	PSO
1	Remember and understand Media history through key events in the cultural history	Remembering and Understanding	6
2	Illustrate events that led to the adoption of Mass Media.	Applying	1
3	Discover how different technological transitions have shaped media industries.	Analyzing	3

Effective Communication-I

19UBMM105

## COURSE OUTCOMES:

By the end of this course, learners will be able to:

	Bloom's Taxonomy	rso
Course Outcomes		6
Remember and understand the key concepts	Understanding	
communication charged reading and writing	Applying	1
		-
skills hotween operational and	Analyzing	3
Classify the difference between operational use of language		
	communication  Demonstrate the analytical reading and writing skills  Classify the difference between operational and	Remember and understand the key concepts of Understanding Communication  Demonstrate the analytical reading and writing skills  Classify the difference between operational and Analyzing

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Kandivli Education Society's B. K. Shrott College of Arts & M. H. Shroff College of Commerce Programme Coordinator

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Bhulabhai Desai Road, Kandivii (West), Mumbal-67

## Kandivli Education Society's B. K. SHROFF COLLEGE OF ARTS & M. H. SHROFF COLLEGE OF COMMERCE

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Course Name: Foundation Course

19UBMM106

#### COURSE OUTCOMES:

By the end of this course, learners will be able to:

CO	Course Outcomes		
1	Compare the diverse but united culture of India.	Bloom's Taxonomy	PSO
2		Remembering and Understanding	6
	Develop perspective towards various social problems of the country.	Applying	1
3	Examine the scope of functionality towards fundamental rights and duties as a citizen of the country.	Analyzing	3

#### Semester II

Course Name : Content Writing

19UBMM201

## COURSE OUTCOMES:

By the end of this course, learners will be able to:

CO	Course Outcomes	Bloom's Taxonomy	PSO
1	Express effectively in written medium.	Remembering and Understanding	6
2	Develop a clarity of thought and crisp writing needed for Mass Communication	Applying	1
3	Analyze situation and examine its possibilities in creating content	Analyzing	3

Introduction to Advertising

19UBMM202

#### COURSE OUTCOMES:

By the end of this course, learners will be able to:

CO	Course Outcomes	Bloom's Taxonomy	PSO
1	Remember and understand the growth of advertising	Remembering and Understanding	6
2	Build effective advertisement campaigns	Applying	1
3	Examine various advertising trends and their	Analyzing	3

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PRINCIPAL Kandlvlı Education Society's B. K. Shroll College of Arts & M. H. Shroff College of Commerce Bhulabhai Desai Road, Kandivli (West). Mumbal-67

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Introduction to Journalism

19UBMM203

#### COURSE OUTCOMES:

By the end of this course, learners will be able to:

CO 1	Course Outcomes Interpret the history of journalism in India to understand its present context	Bloom's Taxonomy Remembering and	PSO 6
2	Make use of the news processes	Understanding	
3	Examine the principles of	Applying	1
	Examine the principles of good journalism to appreciate the importance of ethics	Analyzing	3

Course Name: Media Gender & Culture

19UBMM204

## **COURSE OUTCOMES:**

By the end of this course, learners will be able to:

CO	Course Outcomes	Bloom's Taxonomy	PSO
1	Remember and understand the significance of culture and the media industry	Remembering and Understanding	6
2	Identify the association between media, gender and culture in the society.	Applying	1
3	Analyze changing perspectives of media, gender and culture in the globalized era.	Analyzing	3

Course Name: Effective Communication -II

19UBMM205

#### **COURSE OUTCOMES:**

By the end of this course, learners will be able to:

CO Course Outcomes  Remember and understand the use of language in media and organizations.	Bloom's Taxonomy Remembering and Understanding	PSO 6
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PRINCIPAL
Kandivir Education Society's
B. K. Shroff College of Arts &
M. H. Shroff College of Commerce
Bhulabhai Desai Road,
Kandivii (West), Mumbal-67

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2	Develop structural and analytical reading, writing and thinking skills	Applying	1
3	Determine the key elements of communication.	Analyzing	3

Course Name: Environmental Science

19UBMM206

## **COURSE OUTCOMES:**

By the end of this course, learners will be able to:

CO	Course Outcomes	Bloom's Taxonomy	PSO
1	Remember and understand the significance of environment and its protection	Remembering and Understanding	6
2	Develop a sense of responsibility towards conservation of natural and manmade resources	Applying	1
3	Examine various policies and acts related to environment planning and management	Analyzing	3

#### Semester III

Course Name: Corporate Communication and Public Relation

20UBMM301

#### **Course Outcomes:**

By the end of this course, learners will be able to:

CO	Course Outcomes	Bloom's Taxonomy	PSO
1	Remember & understand the basic concepts of corporate communication and public relations.	Remembering &Understanding	6
2	Develop a critical understanding of the different practices associated with corporate communication with the latest trends and social media tools.	Applying	1

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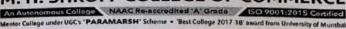
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Examine various elements of corporate communication Analyzing 3 and coordinate them to communicate effectively in today's competitive world.

Course Name: Media Studies

20UBMM302

Course Outcomes:

By the end of this course, learners will be able to:

CO	Course Outcomes	Bloom's Taxonomy	PSO
1	Remember and understand the relationship of media with culture and society	Remembering &Understanding	6
2	Develop perspective over Media Studies in the context of trends in Global Media	Applying	1
3	Examine media theories to draw inference from the past research	Analyzing	3

Course Name: Introduction to Photography

20UBMM303

Course Outcomes:

By the end of this course, learners will be able to:

CO	Course Outcomes	Bloom's Taxonomy	PSO
1	Remember and understand the ability of an image in effective communication	Remembering &Understanding	6
2	Apply media photography as a language of visual communication and not just as point and shoot fun moments	Applying	1
3	Examine how picture speaks thousand words	Analyzing	3

Course Name: Principles of Management and Marketing

20UBMM304

**Course Outcomes:** 

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## By the end of this course, learners will be able to:

СО	Course Outcomes	Bloom's Taxonomy	PSO
1	Remember and understand the components of Marketing Mix	Remembering &Understanding	6
2	Demonstrate the roles, skills and functions of management	Applying	1
3	Examine the function of management in the context of Media	Analyzing	3

Course Name: Computers & Multimedia

20UBMM305

## Course Outcomes:

By the end of this course, learners will be able to:

CO	Course Outcomes	Bloom's Taxonomy	PSO
1	Remember and understand the minimum requirement of the software when stepping in the industry.	Remembering &Understanding	6
2	Make use of media software to apply the acquired skills	Applying	1
3	Illustrate the knowledge in small scale projects during the academic period	Analyzing	3

Course Name: Motion Graphics and Visual Effects - I

20UBMM306

#### **Course Outcomes:**

By the end of this course, learners will be able to:

CO	Course Outcomes	Bloom's Taxonomy	PSO
1	Remember and understand the difference between a visual effect and a special effect	Remembering &Understanding	6

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PRINCIPAL
Kandivh Education Society's
B. K. Shroff College of Arts &
M. H. Shroff College of Commerce
Bhulabhai Desai Road,
Kandivli (West). Mumbal-67

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2	Determine when to choose to create a visual effect or a special effect and decide when the two techniques can work together	Applying	1
3	Analyse the use of compositing process and identify major applications used in industry. Develop a visual effects pipeline for integration in the filmmaking process	Analyzing	3

Semester IV

Course Name: Writing and Editing for Media

20UBMM401

Course Outcomes:

By the end of this course, learners will be able to:

CO	Course Outcomes	Bloom's Taxonomy	PSO
1	Remember and understand writing styles that fit various media platforms	Remembering &Understanding	6
2	Identify similarities and differences in writing for all forms of media including internet and digital	Applying	1
. 3	Illustrate the knowledge of different news and copy formats along with appropriate style-sheets and layout	Analyzing	3

Course Name: Media Laws and Ethics

20UBMM402

Course Outcomes:

After completion of the course, learners will be able to:

CO	Outcomes	Blooms Taxonomy	PSO
CO1	Remember and understand the concepts of constitution and regulatory bodies.	Remember &Understand	6
CO2	Apply the basic principles of media laws in transactions.	Apply	6
CO3	Analyse the various issues pertaining to medialaws.	Analyse	6

Course Name: Mass Media Research

20UBMM403

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Course Outcomes:

By the end of this course, learners will be able to:

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Mass Communication Vidhi Rajora

Programme Coordinator

B. K. Shroff College of Arts & M. H. Shroff College of Commerce Bhulabhai Desal Road. Kandivii (West). Mumbai-67

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CO	Course Outcomes	Bloom's Taxonomy	DCO
1	Remember and understand the scope and techniques of media research, their utility and limitations	Remembering &understanding	PSO 6
2	Make use of different Research approaches and tools to carry out research	Applying	1
3	Examine the functions of various research approaches to analyse various media studies	Analyzing	3

Course Name: Film Communication

20UBMM404

## **Course Outcomes:**

By the end of this course, learners will be able to:

CO	Course Outcomes	Bloom's Taxonomy	PSO
1	Remember and Understand the history of the birth of motion pictures	Remembering &Understanding	6
2	Identify various film movements in the world and their impact on the evolution of the world cinema	Applying	1
3	Examine the culture woven around films and cinema	Analyzing	3

Course Name: Electronic Media

20UBMM405

#### **Course Outcomes:**

By the end of this course, learners will be able to:

co	Course Outcomes	Bloom's Taxonomy	PSO
1	Remember and understand the importance of creativity while dealing with various formats	Remembering &Understanding	6
2	Demonstrate the use of emerging trends to show the application of acquired skills	Applying	1

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Kandivii (West), M. mbal-67

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3	Examine the scripting requirement of radio and TV format	Analyzing	3

Course Name: Motion Graphics and Visual Effects - II

20UBMM406

#### **Course Outcomes:**

By the end of this course, learners will be able to:

CO	Course Outcomes	Bloom's Taxonomy	PSO
1	Remember and understand various aspects and methods of applying visual effects at post production stage	Remembering &Understanding	6
2	Apply the use of green screen for visual effects	Applying	1
3	Examine a broad range of basic visual effects used in the industry	Analyzing	3

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#### Semester V Journalism

**Course Name: Reporting** 

21UBMJ501

## **Course Outcomes:**

By the end of this course, learners will be able to:

со	Course Outcomes	Bloom's Taxonomy	PSO
1	Remember and understand the basic ethos of news and news-gathering	Remembering and Understanding	2
2	Apply the knowledge of news gathering in beat reporting	Applying	3
3	Analyze the use of traditional and modern tools used for gathering and writing news	Analyzing	5

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**Course Name: Investigative Journalism** 

21UBMJ502

#### **Course Outcomes:**

By the end of this course, learners will be able to:

со	Course Outcomes	Bloom's Taxonomy	PSC
1	Remember and understand the role of investigative	Remembering and Understanding	1
	reporting in modern journalism	Applying	5
2	Identify correct sources of information	Analyzing	3
3	Analyze the process required in conducting investigative journalism	Allalyzing	1

**Course Name: Features and Opinion** 

21UBMJ503

#### **Course Outcomes:**

By the end of this course, learners will be able to:

		Bloom's Taxonomy	PSC
co	Course Outcomes	Remembering and	1
1	Remember and understand the difference between	Understanding	
	hard and soft news	Applying	5
	Apply the techniques of developing a story idea for writing, features, opinions, and soft stories		2
	of different interview techniques	Analyzing	
3	different writing styles for different types of features		

Course Name: Journalism & Public Opinion

21UBMJ504

## Course Outcomes:

By the end of this course, learners will be able to:

Bloom's Taxonomy	PSC
· · · · · · · · · · · · · · · · · · ·	1
theory of Understanding	
	3
	6
	theory of Understanding  n real life Applying  n and its Analyzing

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M. H. Shroff College of Commerce

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Course Name: Media Laws and Ethics

21UBMJ505

## Course Outcomes:

After completion of the course, learners will be able to:

Afte	er completion of the course, learners will be able to.	Bloom's Taxonomy	PSO
co	Course Outcomes	Remember &	6
	Remember and understand the concepts of media	Understand	10
1	freedom and challenges in its regulation.	Apply	6
2	Apply the basic principles of media laws in transactions.	Analyse	6
3	Analyze various issues pertaining to media laws.		

Course Name: Mobile Journalism and New Media

21UBMJ506

Course Outcomes:

By the end of this course, learners will be able to:

Rv t	he end of this course, learners will be unit	Bloom's Taxonomy	-
со	Course Outcomes  Land understand the impact of mobile	Remembering and Understanding	1
		Applying	4
	Connect with crowds using cell phones as a portable tool of journalism  Analyze the impact of wearables on portable media a	and news-casting and use	3
3	Analyze the impact of wearables on positive it to their advantage  Analyzing		

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Vidhi Rajoranication M. h. Shroff College of Commerce Programme Coordinator

Bhulabhal Desai Road, Kandivli (West) bal-67

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Course Name: Business And Financial Journalism (Financial Visualisation) 21UBMJ507

COURSE OUTCOMES:On completion of the course learners will be able to:

COL	RSE OUTCOMES: On completion of the coarse	Bloom's Taxonomy	PSO
co	Course Outcomes	Bloom 3 taxono	
1	Define overall structure of Indian Financial System and global financial institutions, various types of financial services and instruments of financial system	Remembering and Understanding	1
2	Identify different types of financial markets, financial instruments and financial services	Applying	3
3	Examine the role of various institutions and regulators of Indian Financial System	Analysing	2

## Semester V Advertising

Course Name: Copy Writing

21UBMA501

Course Outcomes: By the end of this course, learners will be able to:

Co	urse Outcomes. By the one	Bloom's Taxonomy	PSO
со	Course Outcomes  Remember and understand the basics of Copywriting	Remembering &	6
1	and how to prepare brief and persuasive content	Understanding	
2	Build the original, strategic, compelling copy for various	Applying	1
	adjums	Analyzing	3
2	Examine the elements of Copywriting and create one	7.110.720	1 12

Course Name: Advertising & Marketing Research

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Bhulabhai Desai Road, Kandivli (West), Mumbal-67,

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### Course Outcomes:

By the end of this course, learners will be able to:

СО	Course Outcomes	Bloom's Taxonomy	PSO
1	Remember and understand the research in general and its various tools	Remembering &Understanding	6
2	Demonstrate comparative research study of different brands with the help of coded questionnaire in Google firm and prepare a research report in the format explained to them and present	Applying	1
3	Examine thefirm's external and internal marketing environment through research to build appropriate marketing strategies	Analyzing	3

Course Name: Brand Building

21UBMA503

Course Outcomes:

By the end of this course, learners will be able to:

со	Course Outcomes	Bloom's Taxonomy	PSO
1	Remember and understand the concepts of brand building brand elements, brand leveraging and co- marketing	Remembering &Understanding	6
2	Build and augment the chosen brand by launching a new product category that is not in the Brand Portfolio	Applying	1
3	Examine the application of created works and their efficacy	Analyzing	3

**Course Name: Agency Management** 

21UBMA504

#### **Course Outcomes:**

By the end of this course, learners will be able to:

со	Course Outcomes	Bloom's Taxonomy	PSO
1	Remember and understand the concept of ad agency, service and creative side of advertising	Remembering &Understanding	6

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M. H. Shroff College of Commerce

Vidhi Rajora
Programme Coordinator

Bhulabhai Desai Road, Kandivii (West), Mumbal-67

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12	Demonstrate IMC campaign using the tools of IMC	Applying	1
3	Examine how ad agency works and various sources to develop professional business plan	Analyzing	3

Course Name: Consumer Behaviour

21UBMA505

**Course Outcomes:** 

On Completion of the Course, learners will be able to:

OHC	ompletion of the course, learners will be used		PSC
со	Course Outcomes	Bloom's Taxonomy	
CO1	Remember and understand the trends in consumer behavior and consumer decision making process	Remembering & Understanding	1
CO2	Demonstrate the advertising campaign keeping FLC in	Applying	3
	perspective described of consumer	Analyzing	4
CO3	Examine the internal and external elements of consumer decision making		

Course Name: Social Media Marketing

21UBMA506

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Course Outcomes:

On Completion of the course, learners will be able to:

со	Course Outcomes	Taxonomy	F30
CO1	Remember and understand the concept of E-marketing	Remembering & Understanding	1
CO2	Creating marketing success stories using social media	Applying	3
соз	Analyze the new frontiers of social media marketing and the related jobs	Analyzing	4

Course Name: Direct Marketing & E-commerce

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Course Outcomes:

On Completion of the course, learners will be able to:

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Vidhi Rhajo Coannunication

Programme Coordinator

Kandivii Education Society's

B. K. Shrotf College of Arts &

B. K. Shroff College of Arts & M. H. Shroff College of Commerce

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со	Course Outcomes	Bloom's Taxonomy	PSO
CO1	Remember and understand marketing in E-Commerce	Remembering & Understanding	1
CO2	Use the understanding of E-Commerce in targeting the customers directly	Applying	3
соз	Analyze various Social Media platforms through E- commerce and their emerging significance in business	Analyzing	3

Semester VI

**Journalism** 

Course Name: Digital Media

21UBMJ601

#### Course Outcomes:

***************************************		Bloom's Taxonomy	
CO	Course Outcomes		10
By t	he end of this course, learner will be able to: understand the key goals and stages of digital	Understanding &Remembering	6
	campaigns Apply Digital Marketing plans and strategies in real		5
	life scenarios analyze the various Digital Media marketing Tools	Analysing	3
3	analyze the various Digital Media Harte		

Course Name: Newspaper and Magazine Design

21UBMJ602

Course Outcomes:

By the end of this course, learners will be able to:

By t	he end of this course, real	Bloom's Taxonomy	P50
со	Course Outcomes	Remembering and	1
1	Remember and understand the process of print media	Understanding	
	production, layout, and printing production, layout, and printing typography.	Applying	2
	Make page layout with proper editing, typography, and visual aid		4
2	Analyze planning and production process of magazine for the appropriate use of Quark or InDesign	Analyzing	4

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# B. H. SHROFF COLLEGE OF ARTS & M. H. SHROFF COLLEGE OF COMMERCE M. H. SHROFF COLLEGE OF COLLEGE OF

1989



**Course Name: Contemporary Issues** 

21UBMJ603

## Course Outcomes:

By the end of this course, learners will be able to:

со	Course Outcomes	Bloom's Taxonomy	PSO
1	Remember and understand different social, economic, and political aspects of the society as a media professional	Remembering and Understanding	1
2	Apply media strategies to create awareness on various	Applying	2
	issues and bring social progress	Analyzing	6
3	Analyze politics, economics, social growth, and development	Allayalla	

Course Name: Crime Reporting

21UBMJ604

### Course Outcomes:

By the end of this course, learners will be able to:

		Bloom's Taxonomy	_
co	Course Outcomes	Remembering and	1
1	Remember and understand the types of crimes and the function of law enforcement and justice system in India	Understanding	
		Applying	2
2	Apply different investigating techniques used in crime reporting		
	i avering techniques as a	Analyzing	3
3	Analyze crime and determine covering techniques as a journalist		

Course Name: Fake News and Fact Checking

21UBMJ605

## Course Outcomes:

By the end of this course, learners will be able to:

 Course Outcomes	Bloom's Taxonomy	PSO
Remember and understand the difference between real news and fake news	Remembering and Understanding	1

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B. K. Shroff College of Arts &
M. H. Shroff College of Commerce
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## Indiviti Education Society's K. SHROFF COLLEGE OF ARTS & H. SHROFF COLLEGE OF COMMERCE



S College NAAC Re-accredited 'A' Grade / ISO 9001:2015 Con

Check facts in any news	Applying	
Analyze and verify the social media content using Media and Information Literacy	Analyzing	

Course Name: Sports Journalism

21UBMJ606

## **Course Outcomes:**

By the end of this course, learners will be able to:

		Bloom's Taxonomy	
со	Course Outcomes	Remembering and	1
1	Remember and understand the tools and techniques	Understanding	3
	s to writing and analysis	Applying	3
2	Examine different sports tournaments from the	Analyzing	5
2	commercial point of view  Analyze different career options in the field of sports	Analyzins	
,	journalism		

Course Name: Lifestyle Journalism

21UBMJ607

## Course Outcomes:

By the end of this course, learners will be able to:

By 1	the end of this	Bloom's Taxonomy	P30
со	Course Outcomes  Remember and understand how to write lifestyle	Remembering and Understanding	1
	journalism stories  Identify broader lifestyle field and a variety of sub-fields  arts and food, along with	Applying	3
	such as travel, music, movies, arts und room,		
		Analyzing	4
3	Analyze the impact of social media and influencers on fashion and lifestyle of different audiences		

Semester VI Advertising

Course Name: Digital Media

21UBMA601

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Vidhi Rajora munication M. h. Shroff College of Commerce Programme Coordinator

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## Course Outcomes:

_	Course Outcomes	Bloom's Taxonomy	PO
CO	he end of this course, learner will be able to:		10
1	understand the key goals and stages of digital campaigns	Understanding &Remembering	5
2	Apply Digital Marketing plans and strategies in real life scenarios		3
3	analyze the various Digital Media marketing Tools	Analysing	

Course Name: Advertising Design

21UBMA602

By the end of this course, learners will be able to:

By t	he end of this course, learners will be able to:	Bloom's Taxonomy	P50
co	Course Outcomes	Remembering	6
1	Remember and understand the various agency	&Understanding	1
	departments and elements of ad design	Applying	3
2	Build layout for ad for different mediums	Analyzing	,
3	Examine knowledge of the interdependence between advertising/marketing objectives and visual expression		

Course Name: Advertising In Contemporary Society & Sales Promotion 21UBMA603

Course Outcomes:

By the end of this course, learners will be able to:

		Bloom's Taxonomy	PSC
	Course Outcomes		
со	Remember and understand the concept and	Remembering	6
1	background of LPG and effects of advertising	&Understanding	
	different audience  Demonstrate the launch of Indian product overseas OR	Applying	1
	I-bal brand to India	1 1 2	3
3	Examine the advertising environment of different countries	Analyzing	

Course Name: Media Planning & Buying

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21UBMA604

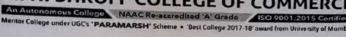
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Vidhi Rajora Programme Coordinator

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## **Course Outcomes:**

By the end of this course, learners will be able to:

CO	Course Outcomes	Bloom's Taxonomy	PSO
1	Remember and understand the concept of media &buying and media mix	Remembering &Understanding	6
2	Demonstrate Media Plan on 3 Crores budget (power point to prepare) rates for newspaper and magazine to be found from media	Applying	3
3	Examine the advertising environment of different countries	Analyzing	

Course Name: Rural Marketing & Advertising

21UBMA605

PSO

Course Outcome:

On Completion of the Course, learners will be able to:

со	Course Outcomes	Bloom's Taxonomy	
CO1	Remember and understand the functioning of rural	Laring Q.	1
		Applying	2
		Analyzing	3
соз	Analyze the rural demographic and decide the right way to communicate with the audience		

Course Name: Entertainment & Media Marketing

21UBMA606

Course Outcomes:

By the end of this course, learners will be able to:

		Bloom's Taxonomy	PSC
со	i and inderstally the control	Remembering	6
1	Remember and understand the content in general and entertainment marketing	&Understanding	
		Applying	1
2	Demonstrate the marketing strategies in the field entertainment	Signature wit	h

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**PSO** 

Programme Coordinator

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3 Examine the entertainment and media marketing trends across the world Analyzing 3

Course Name: Retailing & Merchandising

21UBMA607

Course Outcome:

On Completion of the Course, learners will be able to:

со	Course Outcomes	Bloom's Taxonomy	1
	Remember and understand the features of retailing were	Remembering & Understanding Applying	3
CO2	familing merchanulsing		4
COS	Demonstrate the application of online increases  Examine the skills of retail communication and trends of information technology across the world		

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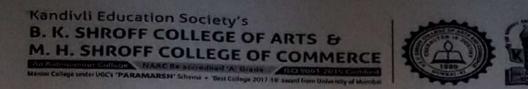
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Department of Multi Me Jia and

Vidhi Meagon munication Programme Coordinator



## Programme Outcomes/Programme Specific Outcomes/Course Outcomes

(Semester I to VI)

Name of Programme: BAFTNMP

Programme Code: UGO1.03

### **Programme Outcomes:**

- PO1: Graduates will demonstrate conversance with several psychological, social, economic and environmental issues.
- PO 2: Graduates will show increased preparedness to meet the requirements of the industry.
- PO 3: Graduates will demonstrate skill sets to be active and innovative problem solvers.
- PO 4: Graduates will exhibit an enhanced ability to appreciate the vital link between human values and human existence.
- PO 5: Graduates will demonstrate increased competence to apply learning from the theoretical foundations acquired to real-life problems.

**Programme Specific Outcomes:** After successful completion of the three years of B.A. (FTNMP) programme, the graduate will be able to:

- **PSO 1:** Demonstrate various skills set concerning disciplines of Arts, Media, OTT, TV and Film Production.
- **PSO 2:** Exhibit skills of effective communication and research aptitude in TV, OTT, Cinema and Film Production.
- **PSO 3:** Use analytical and research tools of management and marketing tools related to TV and Films.
- **PSO 4:** Utilize information technology tools about media, TV and Film (Documentary & Feature) production.

PSO 5: Make use of practical skills in the field of TV Formats, documentaries, feature films

and OTT platform content.

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1 | Page B. K. Shroff College of Arts &

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PSO 6: Understand the importance of ethical values, social, environmental, human rights and other critical issues faced by humanity at the local, national and international level and relate it with Cinema and TV production.

#### Course Outcomes:

#### **SEMESTER-I**

1. Course Name: Initiation to Literature & Creative Writing

BAFTNMP	Course Code:		
Course Name: Initiation	19UB FT101		
Total Lectures per wee	ek (1 Period is 50 minutes)	3	
Credits		3	
		Hours	Marks
Evaluation System	Theory Examination	2 Hrs.	60
	Practical /Project Evaluation		40

#### Course Outcomes:

By the end of this course, learners will be able to:

СО	Course Outcomes	Bloom's Taxonomy	PSO
1	Remember and understand the teness of manufacture including regional literature	Remembering &Understanding	6
2	Apply the various forms of literature to their creative		2
3	Analyse key elements of literature and online writing	Analyzing	4

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## 2. Course Name: BASICS OF PHOTOGRAPHY

BAFTNMP		Course	Code:
Course Name: BASICS OF PHOTOGRAPHY		19UB FT102	
Total Lectures per week (1 Period is 50 minutes)		3	
Credits		4	
Evaluation System		Hours	Marks
System System	Theory Examination	2 Hrs.	60
	Practical /Project Evaluation		40

## Course Outcomes: By the end of this course, learners will be able to:

СО	Course Outcomes	Bloom's Taxonomy	PSO
1	Remember and understand the history of photography, how to use the camera and light and post-production techniques.	Remembering &Understanding	1
2	Apply their knowledge of camera, light and post-production techniques to take their photographs.	Applying	5
	Analyse the key elements of photography.	Analyzing	6



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## 3. Course Name: Film Communication

BAFTNMP		Course Code:	
Course Name: Film Communication		19UBFT103	
Total Lectures per week (1 Period is 50 minutes)		3	
Credits		3	
Fredricking .		Hours	Marks
Evaluation System	Theory Examination	2 Hrs.	60
	Practical /Project Evaluation		40

## Course Outcomes:

## By the end of this course, learners will be able to:

CO	Course Outcomes	Bloom's Taxonomy	PSO
1	Remember and understand the various aspect of cinema in India and the world.	Remembering &Understanding	1
2	Apply their knowledge of the various aspects of film communication to various films.	Applying	2
3	Analyse the key elements of film communication.	Analyzing	6

#### 4. Course name: Effective Communication Skills -I

BAFTNMP Course name: Effective Communication Skills -I		Course Code: 19UB FT104	
Credits		4	
		Hours	Marks
Evaluation System	Theory Examination	2 Hrs.	60
	Practical /Project Evaluation		40

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## Course Outcomes:

By the end of this course, learners will be able to:

CO	Course Outcomes Bloom's Taxonomy	PSP
	Remember and understand the key concepts of Remembering communication, thinking and translation.	2
2	Apply the concepts of communication skills, Applying thinking and translation to new situations.	1
3	Analyse the key elements of communication, Analyzing thinking and translation.	5

## 5. Course Name: Foundation Course

BAFTNMP		Course Code:		
Course Name: Founda	tion Course	19UBF	T105	
Total Lectures per we	ek (1 Period is 50 minutes)	3		
Credits		2		
Evaluation C		Hours	Marks	
<b>Evaluation System</b>	Theory Examination	2 Hrs.	60	
	Practical /Project Evaluation		40	

## Course Outcomes:

By the end of this course, learners will be able to:

СО	Course Outcomes Bloom's Taxonomy	POS
1	Remember and understand various aspects of Indian Remembering society, the Indian constitution, economy and the &Understanding importance of personal and social wellness.	1
2	Apply their knowledge to deal with the social Applying economic, personal and social wellbeing of the country.	2
3	Analyse the key elements of the social, economic, Analyzing personal and social wellbeing of the country.	6

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MUMBAI - 67

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## 6 Course Name: Basics of Computer Systems and Application

BAFTNMP		Course	Code:
Course Name: Basics of C	Computer Systems And Application	19UB F	T106
Total Lectures per week		3	
Credits		4	
		Hours	Marks
Evaluation System	Theory Examination	2 Hrs.	60
	Practical /Project Evaluation		40

### Course Outcomes:

By the end of this course, learners will be able to:

СО	Course Outcomes Bloom's Taxonomy	PSO
1	Remember and understand the basics of computer, Remembering networking, design, word and digital picture & Understanding processing.	4
2	Apply their knowledge of computer, networking, Applying design, word and digital picture processing.	4
3	Analyse the key elements of computer, networking, Analyzing design, word and digital picture processing.	4

SEMESTER-II

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Course Code:
19UBFT201
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6

## B. K. SHROFF COLLEGE OF ARTS & M. H. SHROFF COLLEGE OF COMMERCE





Evaluation System		Hours	Marks
	Theory Examination	2 Hrs.	60
	Practical /Project Evaluation		40

#### Course Outcomes:

By the end of this course, learners will be able to:

СО	Course Outcomes Bloom's Taxonomy	PSO
1	Remember and understand the basics of Remembering sound, mixing consoles, microphone & Understanding techniques and the production process of sound and sound for film.	1
2	Apply their knowledge of sound in making a Applying soundtrack.	5
3	Analyze and determine key elements in Analyzing making song and sound for film.	5

### 2. Course Name: Writing for Visual Media

BAFTNMP Course Name: Writing for Visual Media		Course Code: 19UBFT202	
Credits		3	1000
		Hours	Marks
Evaluation System	Theory Examination	2 Hrs.	60
	Practical /Project Evaluation		40

#### **Course Outcomes:**

By the end of this course, learners will be able to:

CO Course Outcomes Bloom's Taxonomy PSO

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## B. K. SHROFF COLLEGE OF ARTS & M. H. SHROFF COLLEGE OF COMMERCE



CO1	Remember and understand how to think visually, the basic structure of screenplay writing, the dynamics of characterization and finalizing the script	Remembering &Understanding	2
CO2	Apply their knowledge of various aspects of visual communication to writing their scripts.	Applying	2
CO3	Analyse and determine the key elements of visual communication.	Analyzing	6

### 3. Course Name: BASICS OF CINEMATOGRAPHY-1

BAFTNMP Course Name: BASICS OF CINEMATOGRAPHY-1		Course Code: 19UBFT203	
Credits		4	
		Hours	Marks
Valuation System Theory Examination		2 Hrs.	60
	Practical /Project Evaluation		40

### Course Outcomes:

By the end of this course, learners will be able to:

СО	Course Outcomes	Bloom's Taxonomy	PSO
CO1		Remembering &Understanding	1
CO2	Apply their knowledge of cinematography to their pictures.	Applying	5

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8 | Page PRINCIPAL

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## Kandivli Education Society's B. K. SHROFF COLLEGE OF ARTS & M. H. SHROFF COLLEGE OF COMMERCE



-			
CO3	Analyze the key elements involved in	Analyzing	6
	cinematography.	A STATE OF THE STA	

## 4. Course Name: Effective Communication Skills - II

BAFTNMP Course Name: Effective Communication Skills - II		Course Code: 19UBFT204	
Credits		4	
		Hours	Marks
Evaluation System	Theory Examination	2 Hrs.	60
	Practical /Project Evaluation		40

#### Course Outcomes:

By the end of this course, learners will be able to:

СО	Course Outcomes	Bloom's Taxonomy	PSO
CO1	Remember and understand the various aspects of effective communication.	Remembering &Understanding	1
CO2	Apply their knowledge of effective communication in various situations.	Applying	2
CO3	Analyse the key elements of effective communication skills.	Analyzing	2

#### 5. Course Name: Basics of Post Production

BAFTNMP	Course Code:		
Course Name: Basics of Post Production	19UBFT205		
Total Lectures per week (1 Period is 50 minutes)	3		
Credits			
of Curis	Hours	Marks	
valuation System Theory Examination	2 Hrs.	60	

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Programme Coordinator

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Practical	/Project	Evaluation	 40

## Course Outcomes:

## By the end of this course, learners will be able to:

CO	Course Outcomes	Bloom's Taxonomy	PSO
COI	Remember and understand editing theory, styles, timelines and other aspects of editing.	Remembering &Understanding	2
CO2	Apply their knowledge of editing to the raw	The same of the sa	5
CO3	Analyse and determine the key elements involved in editing.	Analysing	

## 6. Course Name: Environmental Studies

BAFTNMP		Course Code:	
Course Name: Environmental Studies  Total Lectures per week (1 Period is 50 minutes)		19UBFT206	
		Hours	Marks
Evaluation System	Theory Examination	2 Hrs.	60
	Practical /Project Evaluation		40

#### Course Outcomes:

By the end of this course, learners will be able to:

со	Course Outcomes	Bloom's Taxonomy	rso
CO1	Remember and understand various aspects of environmental studies.	Remembering &Understanding	1
CO2	Apply their new knowledge to solving environmental problems.	Applying	6

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CO3			
	Analyse and determine the key elements of	Analyzing	6
	various environmental problems.		

#### SEMESTER - III

1. Course Name: Introduction to Direction for Television: Fictional and Reality-

BAFTNMP		Course	
	ction to Direction for Television:	20UBF	7301
Total Lectures per we	ek (1 Period is 50 minutes)	3	
Credits		4	
		Hours	Marks
Evaluation System	Theory Examination  Practical /Project Evaluation	2 Hrs.	60
			40

#### Course Outcomes:

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6

By the end of this course, learners will be able to:

СО	Course Outcomes Bloom's Taxonomy	PSO
1	Remember and understand the process of Remembering &Understanding direction for television of various genres.	5
2	Apply the theoretical and practical approach to the direction of various genres.	6
3	Analyse and determine the key aspects of Analyzing fictional and reality TV and other genres.	

## 2. Course Name: TV Formats and Documentary

THE RESERVE THE PARTY OF THE PA	Course Code:
BAFTNMP	20UBFT302
Course Name: TV Formats and Documentary	3
Total Lectures per week (1 Period is 50 minutes)	3
Credits	Hours Marks
SEGE OF ADDRESS OF ADD	Name.
Wand of Education Society's	Signature with Name Programme Coordinator
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			F0 1
Evaluation System	Theory Examination	2 Hrs.	60
	Practical /Project Evaluation		40

## Course Outcomes:

By the end of this course, learners will be able to:

СО	Course Outcomes	Bloom's Taxonomy	PSO
1	programming and making documentaries work.	Remembering &Understanding	5
2	Apply their knowledge of television programming and documentaries to other content.	Арр.)в	6
3	Analyse and determine the key elements of television programming and documentaries.	Analyzing	-

## 3. Course Name: Postproduction in Advanced Editing

TO A TOTAL OF		Course	Code:
BAFTNMP	- A Lumand Editing	20UBF	Г303
	oduction in Advanced Editing	3	
Total Lectures per w	eek (1 Period is 50 minutes)	- 4	
Credits		4	
		Hours	Marks
Evaluation System	Theory Examination	2 Hrs.	60
13 1 1 1 1 2 1 3	Practical /Project Evaluation		40 PRINCIPAL Kandivlı Education Society's
	Tractical /1 10g		B. K. Shroff College of Arts
			M. H. Shroff College of Com Bhulabaai Desai Road,
ourse Outcomes:			Diffusional Desai Moad,

**Course Outcomes:** 

Remember and understand the history of post-Remembering production, transition to digital and &Understanding new editing techniques and other requirements of post-production in advanced editing.	CO	of this course, learners will be able to:  Course Outcomes	Bloom's Taxonomy	PSO PSO
	1	production, transition to digital and new editing techniques and other requirements	i condensations	4

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## Kandivli Education Society's B. K. SHROFF COLLEGE OF ARTS & M. H. SHROFF COLLEGE OF COMMERCE AN ALL MANUFACTURE AND ALL COLLEGE OF COMMERCE Menter College under USC 1700





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3	while editing raw footage.		1 6
-	Analyse and determine the key elements of	Analyzing	
O'LLE	post-production in advanced editing.		

4. Course Name: Screenplay Writing And Marketing

	Course	
play Writing And Marketing	20UBF	Т304
al Lectures per week (1 Period is 50 minutes)	3	
	Hours	Marks
nation .	2 Hrs.	60
Theory Examination		40
	play Writing And Marketing eek (1 Period is 50 minutes)  Theory Examination  Practical /Project Evaluation	play Writing And Marketing  eek (1 Period is 50 minutes)  3  Hours  Theory Examination  2 Hrs.

### Course Outcomes:

By the end of this course, learners will be able to:

CO	Course Outcomes Bloom's Taxonomy	PSO
CO		1
1	Remember and understand various aspects of Remembering & Understanding screenplay writing and marketing.	2
2	Apply their knowledge of writing screenplays to apply their screenplays.	7 1
3	of screenplay writing and marketing.	PRINCIPAL Education Society

5. Course Name: Practical TV Production

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E		Course	Code:
BAFTNMP	LTV Production	20UBF	Г305
Course Name: Practic	eek (1 Period is 50 minutes)	3	
Total Lectures per w	eek (11 thou is even	3	
realis		Hours	Marks
valuation System	Final Film		60

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## B. K. SHROFF COLLEGE OF ARTS & M. H. SHROFF COLLEGE OF COMMERCE



	[40]
Practical /Project Evaluation	

#### Course Outcomes:

By the end of this course, learners will be able to:

СО	Course Outcomes Bloom's Taxonomy	1
1	Remember and understand the various aspects of Remembering & Understanding practical TV production and ad films.	2
2	Apply the principles of practical IV products	4
3	Analyse and determine the key elements that go Analyzing into making a TV ad film.  Evaluate the various processes involved in making Evaluating  The description of the second of the s	5
4	Evaluate the various processes involved in a TV advertisement film  Compose and create their TV advertisement film  Creating	6
5	Compose and create their I v advertise	

6. THEATER AND ACTING-I

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	Course	Code:	
BAFTNMP Course Name: Theater and Acting - I		20UBFT306	
	3		
	3		
	Hours	Marks	
Theory Examination	2 Hrs.	60	
Practical /Project Evaluation		40	
	Theory Examination	r and Acting - I  ek (1 Period is 50 minutes)  3  Hours Theory Examination  2 Hrs.	

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### Course Outcomes:

By the end of this course, learners will be able to:

0	Course Outcomes	Bloom's Taxonomy	PSO
		&Understanding	3
	Apply their knowledge of theatre to other		6
	Analyze the key elements of theatre and acting.	Analysing	

#### SEMESTER- V

1. Course Name: Laws related to Films, TV, and Internet

		Course	Code:
BAFTNMP Course Name: Laws related to Films, TV, and Internet		21UBFT501	
Course Name: Laws r	pak (1 Period is 50 minutes)	3	
Total Lectures per week (1 Period is 50 minutes)		4	
Credits		Hours	Marks
Evaluation System Theory Examination		2 Hrs.	60
	Internal /Project Evaluation		40
	The state of the s		

Course Outcomes:

After completion of the course, learners will be able to:

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**PSO** Bloom's Taxonomy **Course Outcomes** CO Remember &understand Remember and understand the encepts of CO1

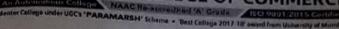
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## Kandivli Education Society's

### B. K. SHROFF COLLEGE OF ARTS & M. H. SHROFF COLLEGE OF COMMERCE





	the constitution, other laws and functions of the regulatory body.	
02	Apply the basic principles of laws related to films and the internet in transactions.	Apply
O3	Analyze the various issues about laws related to films and the internet.	Analyze

### 2. Course Name: New Media Theory and Practice

BAFTNMP		Course Code: 21UBFT502
Course Name: New Mo	edia Theory and Practice	3
Total Lectures per we	ek (1 Period is 50 minutes)	4
Credits		Hours Marks
Evaluation System	Theory Examination Internal /Project Evaluation	2 Hrs. 60

After completion of the course, learners will be able to: Course Outcomes:

111111		Bloom's Taxonomy	6
CO	Understand the technological concepts of	Understanding &Remembering	
		1 ling	5
1 (1)/	Apply various tools and techniques in real- life scenarios	Analysing	3
	Analyze the culture of New media and convergence		

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## 3. Course Name: Overview of Production Management

	or a route from management	
BAFTNMP		Course Code:
Course Name: Overvie	w of Production Management	21UBFT503
Total Lectures per we	ek (1 Period is 50 minutes)	3
Credits		3 Marks
Fred. d	A PARTIE DE LA CONTRACTION DEL CONTRACTION DE LA	Hours Marks
Evaluation System	Theory Examination	40
	Practical /Project Evaluation	

Course Outcomes:

By the end of this course the learners will be able to:

	e cha of this course the term	Bloom's Taxonomy	PSO
CO	Course Outcomes	namembering	2
CO1	Remember and understand the basics of media project management.	&understanding	3
CO2	Apply the principles of media project management to new projects.	Applying	1
	Analyse and determine the key elements of media project management.	Analysing	

## 4. Course Name: Concepts of Marketing and Publicity Design for Films and TV

4. Course Maine.		Course (	Jode:
BAFTNMP	es of Marketing and Publicity Design	21UBFT	504
Course Name: Concept for Films and TV	s of War Keeing	3	
Total Lectures per we	ek (1 Period is 50 minutes)	3	
Credits		Hours	Marks
Evaluation System Theory Examination		2 Hrs.	60
	Practical /Project Evaluation		40

Course Outcomes:

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## By the end of this course the learners will be able to:

СО	Course Outcomes	Bloom's PSO Taxonomy 2
COI	marketing and publicity design for films and	Remembering & Understanding 3
CO2	Apply the concepts to various areas of marketing and publicity design for films and TV.	Analyzing 4
CO3	Analyse and determine the key elements of marketing and publicity design for films and TV.	Aliai)

5. Course Name: Advanced Practical Filmmaking

5. Course Name:	Advanced Practical 1	Course Code:
BAFTNMP		21UBFT505
Course Name: Advanc	ed Practical Filmmaking	3
Total Lectures per we	ek (1 Period is 50 minutes)	Marks Marks
Credits		Hours
Evaluation System	Theory Examination  Practical /Project Evaluation	40 PRINCIPAL
	Practical /1 Tojece	Kandivli Education  B. K. Shroff College of Art  B. K. Shroff College of Coll

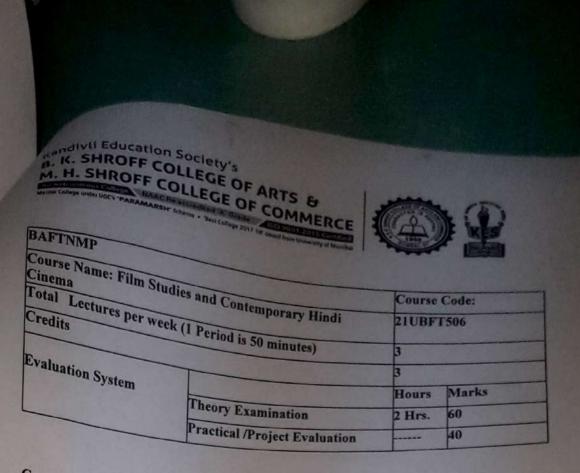
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y the	e Outcomes: end of this course, learners will be able to: Course Outcomes	Bloom's Taxonomy	2
со	Laboratoress and	Remembering &understanding	2
CO1		Applying	3
CO2	Apply the principles, process and production pipeline and construct Music Videos	Analysing	4
03	Analyze and determine the key elements involved in the Music Video making process.		5
04	Evaluate the various processes involved in	Evaluating	
05	making Music Videos  Compose and create their Music Videos	Creating	6

LEGE OF 6. Course Name: Film Studies and Contemporary Hindi Cinema KANDIVALI (W)

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Course Outcomes: By the end of this course, learners will b

	Course Outcomes Bloom's Taxonomy	PSO
CO1	Remember and understand the various Remembering & aspects of film theory and contemporary Understanding Hindi cinema.	2
CO2	Apply the theories to the appreciation of Applying various films.	3
CO3	Analyse and determine the key Analysing elements of film theory and contemporary Hindi cinema.	6

7. Course Name: Media Research

BAFTNMP	Course	Code:
Course Name: Media Research	21UBFT	7507
Total Lectures per week (1 Period is 50 minutes)	3	
Credits	3	
	Hours	Marks

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Evaluation	-
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Theory Examination	2 Hrs.	60
		40
Practical /Project Evaluation		

Course Outcomes:

CO1	nd of this course, learners will be able to:  Course Outcomes	Bloom's PSO Taxonomy 2
CO <sub>2</sub>	The delies and the tools to carry out lescure	3
	Apply the different research approaches and use Ap the tools to explain and conduct media research.	
CO3	Analyse and determine the key elements of An media research	alyzing

#### SEMESTER- VI

AND THE RESIDENCE OF		Course Code:
BAFTNMP		21UBFT601
Course Name: Final P	roject - Short Film (30 Mins)	3
Total Lectures per we	eek (1 Period is 50 minutes)	20
Credits		Hours Marks
Evaluation System	Theory Examination Practical /Project Evaluation	2 Hrs. 60 PRINCIPAL
	Practical /110 jeet 2	Kandivli Education Society's

Course Outcomes:

By the end of this course, learners will be able to:

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PSO

	Course Outcomes	Bloom's Taxonomy	PSO
CO	Remember and understand various aspects involved R	emembering &	2
CO1	Remember and understand various aspects in making short films.  Apply the different aspects of filmmaking in making A	nderstanding pplying	3
CO2	Apply the different aspects of minimating short films.  Analyse and determine the key elements involved in A	nalyzing	4
CO3	Analyse and determine the key cleared making short films.	valuating	5
CO4	making short films.  Evaluate the various processes involved in making short films	na hre with	Nam

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CO5 Compose and create their short film

Creating

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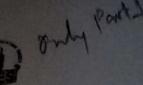
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## Programme Outcomes/Programme Specific Outcomes/Course Outcomes

(Semester I to IV)

Name of Programme: MAFTNMP) Programme Code:PG01.02

#### **Programme Outcomes:**

- PO1: Post-Graduates will demonstrate conversance with several psychological, social, economic and environmental issues.
- PO 2: Post-Graduates will show increased preparedness to meet the requirements of the industry.
- **PO 3:** Post-Graduates will demonstrate skill sets to be active and innovative problem solvers.
- PO 4: Post-Graduates will exhibit an enhanced ability to appreciate the vital link between human values and human existence.
- PO 5: Post-Graduates will demonstrate increased competence to apply learning from the theoretical foundations acquired to real-life problems.

**Programme Specific Outcomes:** After successful completion of the two years of the M.A. (FTNMP) programme, the post-graduate will be able to:

- **PSO 1:** Demonstrate various skills set concerning disciplines of Arts, Media, OTT, TV, Film, and other New Media Production.
- **PSO 2:** Exhibit skills of effective communication and research aptitude in TV, OTT, Cinema and Films Production.
- **PSO 3:** Use analytical and research tools to practice media criticism, management, and marketing.
- **PSO 4:** Utilize information technology tools about media, TV and production.

**PSO 5:** Make use of practical skills in the field of TV, documentary, feature films, OTT

platforms, and new media content,

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PSO 6: Understand the importance of ethical values, social, environmental, human rights and other critical issues faced by humanity at the local, national and international level and relate it with Cinema, Television and New Media production.

#### Course Outcomes:

#### **SEMESTER-1**

#### 1. Course Name: WRITING FOR MEDIA

MAF	TNMP	Semeste	r-I
Course Name: WR	ITING FOR MEDIA	Course C 19MFT	
Lectures per week (	Period is 50 minutes)	4	
Credits		6	
		Hours	Marks
Evaluation System	Theory Examination	2 Hrs.	60
TO SHARE THE PERSON NAMED IN	Internal		40
	Total Marks		100

#### **Course Outcomes:**

#### By the end of this course, learners will be able to:

СО	Course Outcomes	Bloom's Taxonomy	PSO
1	Remember and understand the structure of the screenplay	Remembering and Understanding	1
2	Apply the technique of storyboarding	Applying	3
3	Analyse the intricacies involved in writing for different media	Analyzing	6
4	Evaluate the need of composition, perspective, and lighting while writing	Evaluating	2
5	Create a screenplay with strong characterization, story, and dialogues	Creating	5

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#### 2. Course Name: PHOTOGRAPHY AND CINEMATOGRAPHY

	OTOGRAPHY AND FOGRAPHY	Course of 19MFT	
Lectures per week (1 Period is 50 minutes)		4	
Cr	edits	6	
		Hours	Marks
Evaluation System	Theory Examination	2 Hrs.	60
	Internal		40
	Total Marks		100

#### COURSE OUTCOMES: By the end of this course, learners will be able to:

CO	Course Outcomes	Bloom's Taxonomy	PSO
1	Remember and understand what makes a good picture	Remembering and Understanding	1
2	Apply basic photographic sense in taking pictures	Applying	2
3	Analyse the intricacies involved in taking a photograph	Analyzing	3
4	Evaluate the light, distance, exposure, and other technical requirements required to click a picture	Evaluating	4
5	Create professional picture art	Creating	5

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#### 3. Course Name: SOUND DESIGN AND SFX

MAFTNMP		Semester - I	
Course Name: SOUND DESIGN AND SFX		Course Code: 19MFT103	
Lectures per week (	Period is 50 minutes)	4	
Credits		6	
		Hours	Marks
Evaluation System	Theory Examination	2 Hrs.	60
	Internal	-	40
	Total Marks		100

### COURSE OUTCOMES: By the end of this course, learners will be able to:

CO	Course Outcomes	Bloom's Taxonomy	PSO
1	Remember and understand the nature of sound and recording devices	Remembering and Understanding	1
2	Apply the basics of sync sound, mixing console, analog v/s digital workflow, etc. in designing sound	Applying	2
3	Analyse the need for a particular kind of sound in a film	Analyzing	3
4	Evaluate the requirement of sound effects in postproduction	Evaluating	4
5	Create audiography for films and for all other practical purposes	Creating	5

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#### 4. Course Name: FILM & TELEVISION THEORY AND APPRECIATION

MAFTNMP Course Name: FILM & TELEVISION THEORY AND APPRECIATION		Semester – I Course Code: 19MFT104	
Credits	6		
		Hours	Mark
Evaluation System	Theory Examination	2 Hrs.	60
	Internal		40
DESCRIPTION OF THE PARTY OF THE	Total Marks		100

#### COURSE OUTCOMES: By the end of this course, learners will be able to:

	CO	Course Outcomes	Bloom's Taxonomy	PSO
1	1	Remember and understand the history of cinema	Remembering and Understanding	1
	2	Apply the understanding of various movements in cinema and their prominent masters to decode cinema	Applying	2
13	3 1	Analyse films using different theories	Analyzing	3
4	1	Evaluate the need for the appropriate kind of studio	Evaluating	5
5		reate a narrative structure form films and evision	Creating	6

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#### SEMESTER-II

### 1. Course Name: POST PRODUCTION & COMPUTER GRAPHICS

MAFTNMP Course Name: POST PRODUCTION & COMPUTER GRAPHICS		Semester - II  Course Code: 19MFT201	
Cr	edits	6	
		Hours	Marks
<b>Evaluation System</b>	Theory Examination	2 Hrs.	60
	Internal		40
	Total Marks		100

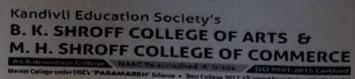
#### COURSE OUTCOMES: By the end of this course, learners will be able to:

СО	Course Outcomes	Bloom's Taxonomy	PSO
1	Remember and understand the basics of video editing and aesthetics	Remembering and Understanding	1
2	Apply various edit styles and patterns	Applying	2
3	Analyse various types of editing and possibilities like rhythm, pace, dramatic continuity, etc.	Analyzing	3
4	Evaluate the need for different dramatic effects and choose an editing technique accordingly	Evaluating	4
5	Create computer graphics using advanced software	Creating	5

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## 2. Course Name: NEW MEDIA THEORY AND PRACTICE

MAFTNMP Course Name: NEW MEDIA THEORY AND PRACTICE		Semester – II  Course Code: 19MFT202	
	edits	6	
		Hours	Marks
<b>Evaluation System</b>	Theory Examination	2 Hrs.	60
	Internal		40
	Total Marks		100

### **COURSE OUTCOMES:**

By the end of this course, learners will be able to:

CO	Course Outcomes	Bloom's Taxonomy	PSO
1	Remember and understand the history of new media	Remembering and Understanding	1
2	Apply the theories related to new media in understanding culture	Applying	3
3	Analyse different social institutions and laws affecting media	Analyzing	6
4	Evaluate the best possible platform of media for a particular content	Evaluating	2
5	Create content for all possible media – print, television, radio, internet, and mobile devices	Creating	5

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#### 3. Course Name: DIRECTION FOR TELEVISION

MAFTNMP		Semester - II	
Course Name: DIRECT	TION FOR TELEVISION	Course C 19MFT	
Lectures per week (	Period is 50 minutes)	4	
	edits	6	
Registration of the second		Hours	Marks
Evaluation System	Theory Examination	2 Hrs.	60
	Internal	MIN	40
HEALTH STORY	Total Marks		100

#### **COURSE OUTCOMES:**

#### By the end of this course, learners will be able to:

CO	Course Outcomes	Bloom's Taxonomy	PSO
1	Remember and understand the role of a director	Remembering and Understanding	1
2	Apply their knowledge of direction in managing a creative team	Applying	2
3	Analyse the films of legendary filmmakers to learn their craft	Analyzing	6
4	Evaluate the need for a particular kind of lighting, perspective, structure, and cinematography for film	Evaluating	3
5	Create a TV series as a director	Creating	5

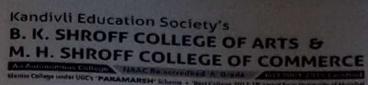
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## 4. Course Name: PRACTICAL FILM PRODUCTION (FICTION AND NONFICTION)

MAFTNMP Course Name: PRACTICAL FILM PRODUCTION (FICTION AND NONFICTION)		Semester	-11
Lectures per week (1 Period is 50 minutes)  Credits		4 6	
Evaluation System	Theory Examination	2 Hrs.	60
	Internal		40
	Total Marks		100

### COURSE OUTCOMES: By the end of this course, learners will be able to:

СО	Course Outcomes	Bloom's Taxonomy	PSO
1	Remember and understand the use of professional cameras and software	Remembering and Understanding	1
2	Apply their knowledge of professional cameras and editing software	Applying	2
3	Analyse the story and determine technical elements accordingly	Analyzing	4
4	Evaluate the required process of filmmaking and the production workflow for a short film production	Evaluating	3
5	Create a professional level short film individually	Creating	5

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#### SEMESTER-III

#### 1. Course Name: Web Production and Programming

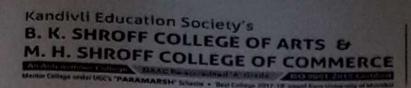
	MAFTNMP	Cou	rse Code:
Course Name: Web	Production and Programming	201	MFT301
	week (1 Period is 50 minutes)		4
	Credits		6
		Hours	Marks
Evaluation System	Theory Examination	2 Hrs.	60
	Practical /Project Evaluation		40

Course Outcomes: By the end of this course, learners will be able to:

CO	Course Outcomes	Bloom's Taxonomy	PSO
1	Remember and understand HTML and the use of multimedia	Remembering and Understanding	1
2	Apply their knowledge of HTML5 & CSS3 in designing websites	Applying	2
3	Analyse different HTML5 formats and canvas tags	Analyzing	3
	Evaluate the need for transition, animation, and other effects on CSS3	Evaluating	4
	Create codes with easily available, replicable examples	Creating	5

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### 2. Course Name: Visual Communication

r	MAFTNMP	Cour	rse Code:
Course Name	: Visual Communication	20N	MFT302
Total Lectures per	week (1 Period is 50 minutes)		4
	Credits		6
		Hours	Marks
Evaluation System	Theory Examination	2 Hrs.	60
	Practical /Project Evaluation		40

## Course Outcomes: By the end of this course, learners will be able to:

CO	Course Outcomes	Bloom's Taxonomy	PSO
1	Remember and understand aesthetics and perception	Remembering and Understanding	1
2	Apply cognition, rhetoric, and semiotic theory to decode visual literature	Applying	2
3	Analyse various cultures by using the theory of visual communication	Analyzing	6
4	Evaluate the practice of visual communication in practical filmmaking	Evaluating	3
5	Create a composite critique of visual literature	Creating	5

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### 3. Course Name: Electronic Media Criticism

	IAFTNMP lectronic Media Criticism	Course Code: 20MFT303
Total Lectures per	week (1 Period is 50 minutes)  Credits	6 Hours Marks
Evaluation System	Theory Examination  Practical /Project Evaluation	2 Hrs. 60

Course Outcomes: By the end of this course, learners will be able to:

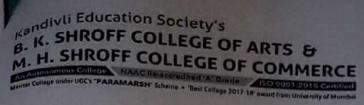
	Bloom's laxonomy	
Course Outcomes		1
Remember and understand how to critique various	Understanding	
	Applying	2
	Analyzing	6
content		1
Evaluate the electronic content producers and audience perception of content	Evaluating	3
Create a composite critique of electronic media	Creating	5
	Remember and understand how to critique various forms of media  Apply theories in judging electronic media content  Analyse the relationship between audience and media content  Evaluate the electronic content producers and audience perception of content	Remember and understand how to critique various forms of media  Apply theories in judging electronic media content  Applying  Analyse the relationship between audience and media content  Evaluate the electronic content producers and audience perception of content  Evaluating

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## 4. Course Name: Media Economics

N	IAFTNMP	Course Code:
Course Nan	ne: Media Economics	20MFT304
	week (1 Period is 50 minutes)	4
	Credits	Hours Marks
Evaluation System	Theory Examination	2 Hrs. 60
	Practical /Project Evaluation	1

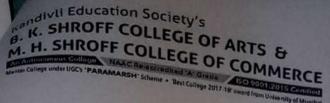
		Bloom's Taxonom	
CO	Course Outcomes	Remembering and	1
1	Remember and understand the economics of media	Understanding	11/4/4
		Applying	2
2	Apply the understanding of economics to understand the business of media and its contribution to the		
	Analyse motion picture, TV, newspaper, and other	· 1-ming	3
3	media industries		-
	Constitution of the Consti	Evaluating	6
4	Evaluate different media markets  Create a body of research in the area of media	Creating	5
	Create a body of research in the economics		

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## 5. Course Name: Laws Related To Film, TV And Internet

ourse Name: Laws Re	MAFTNMP	Cour	rse Code:
	elated To Film, TV And Internet	20N	<b>AFT305</b>
Total Lectures			
- Jetures per	week (1 Period is 50 minutes)		4
	Credits		6
		Hours	Marks
Evaluation System	Theory Examination	2 Hrs.	60
	The second secon		40

### Course Outcomes: By the end of this course, learners will be able to:

CO	Course Outcomes	Bloom's Taxonomy	PSU
1	Remember and understand press as business	Remembering and Understanding	1
2	Apply the knowledge of Press Acts in doing lawful journalism	Applying	2
3	Analyse the legal environment in the country and its effects on the quality of journalism	Analyzing	3
4	Evaluate legislative aspects of the press and rights and duties of all stakeholders	Evaluating	6
5	Create pieces of journalism that are lawful and ethical	Creating	5

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## SEMESTER-IV

1. Course Name: Perspective In Media Business

Course Name: Pe	MAFTNMP	Cour	se Code:
Total Lectures non	erspective In Media Business  week (1 Period is 50 minutes)	20M	1FT401
per	week (1 Period is 50 minutes)	THE STATE OF	4
	Credits	17/19/1	6
		The second second	Marks
		Hours	Marks
Evaluation System	Theory Examination	Hours 2 Hrs.	60

### **Course Outcomes:**

By the end of this course, learners will be able to:

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CO	Course Outcomes	Bloom's Taxonomy	PSO
1	Remember and understand media and entertainment as a business	Remembering and Understanding	1
2	Apply the knowledge of cost and budgeting to get a deeper insight into media industry	Applying	2
3	Analyse the media business and challenges faced by it	Analyzing	3
4	Evaluate the business potential of animation and gaming industry	Evaluating	6
5	Create a comprehensive and well-informed plan to make a career into the emerging branch of media	Creating	5

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## B. K. SHROFF COLLEGE OF ARTS & M. H. SHROFF COLLEGE OF COMMERCE AN AUTONOMOUS Sallege NAAC Re according to Grade (EG VOID FORES) Mentor College Unider USC: "PARAMARSHY Silvers"





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## 2. Course Name: Marketing And Publicity Design

M	IAFTNMP	Course Code: 20MFT402
Course Name: Mar	4	
Total Lectures per	week (1 Period is 50 minutes)	6
	Credits	Hours Marks
Evaluation System	Theory Examination  Practical /Project Evaluation	2 Hrs. 60

## Course Outcomes: By the end of this course, learners will be able to:

oui	se Outcomes. By	Bloom's Taxonomy	
со	Course Outcomes	Remembering and	1
1	Remember and understand film marketing and publicity design	Understanding	2
2	Apply their knowledge of marketing to do market	Applying	
2	research	Analyzing	6
3	Analyse the consumer behavior in media industry		3
4	Evaluate the best possible use of various tools needed for marketing and publicity design	Evaluating	
	Create a thorough marketing plan to plan and buy	Creating	5
5	media and to target the market		

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## 3. Course Name: Practical Filmmaking

	: Practical Filmmaking	Course Code:
	20MFT403	
Course Na	201417	
Total Lectures pe	er week (1 Period is 50 minutes)	12
	Credits	Hours Marks
Evaluation System	Theory Examination	2 Hrs. 60
by Stem	Practical /Project Evaluation	40

## Course Outcomes: By the end of this course, learners will be able to:

CO   Course Outcomes	Bloom's Taxonomy	PSO
1 Remember and understand the process of	Remembering and Understanding	1
filmmaking  2 Apply their knowledge of filmmaking to create a	Applying	2
workflow for making a film  Analyse different cameras and software to be used	Analyzing	3
in filmmaking  Evaluate the best possible market and platform to	Evaluating	6
launch their own web series  Create a professional quality 15 minute documentary or fiction film	Creating	5

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### Programme Outcomes/Programme Specific Outcomes/Course Outcomes

(Semester I to IV)

Name of Programme: MA in (Communication & Journalism)

Programme Code: PG01.03

#### **Programme Outcomes:**

0

- PO 1: Post-Graduates will demonstrate conversance with several psychological, social, economic and environmental issues.
- PO 2: Post-Graduates will show increased preparedness to meet the requirements of the industry.
- PO 3: Post-Graduates will demonstrate skill sets to be active and innovative problem solvers.
- PO 4: Post-Graduates will exhibit an enhanced ability to appreciate the vital link between human values and human existence.
- PO 5: Post-Graduates will demonstrate increased competence to apply learning from the theoretical foundations acquired to real-life problems.

Programme Specific Outcomes: After successful completion of the two years of the M.A.

(CJ) programme, the post-graduate will be able to

- **PSO 1:** Demonstrate various skills set concerning disciplines of Arts, Media (Communication& Journalism), and OTT platforms.
- **PSO 2:** Exhibit skills of effective communication and research aptitude in Advertising and Journalism.
- PSO 3: Use analytical and research tools of media marketing.
- PSO 4: Utilize information technology tools about media and ad production.
- **PSO 5:** Make use of practical skills in the field of brand building, ad design, copywriting and agency management.
- **PSO 6:** Understand the importance of ethical values, social, environmental, human rights and other critical issues faced by humanity at the local, national and international level and manifest them with Communication and Journalism.

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#### Course Outcomes:

#### SEMESTER-I

#### 1. Course Name: Communication Theory

M.A. (Commu	Cour	rse Code:	
Course Name:	Period is 50 minutes)  20MACJ101  4  6		
Total Lectures per			
Credits			
		Hours	Marks
<b>Evaluation System</b>	Theory Examination	2 Hrs	60
	Practical /Project Evaluation		40

#### **Course Outcomes:**

By the end of this course, learners will be able to:

CO	Course Outcomes	Bloom's Taxonomy	PSO
1	Remember and understand communication theory	Remembering and Understanding	1
2	Apply communication theory in relation to mass communication	Applying	2
3	Analyse the communication universe and the media sphere	Analyzing	3
4	Evaluate communication theory in the social, political and economic environment	Evaluating	5

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## B. K. SHROFF COLLEGE OF ARTS & M. H. SHROFF COLLEGE OF COMMERCE



5	Create	generalized	theories	to	explain	public	Creating	1 6
	opinion	and mass cu	lture phe	non	nena			

#### 2. Course Name: Media Economics

M.A. (Commu	Cour	se Code:	
Course Nan	20MACJ102		
Total Lectures per	4		
ROLL IN	Credits		6
		Hours	Marks
Evaluation System	Theory Examination	2	60
	Practical /Project Evaluation		40

#### **Course Outcomes:**

By the end of this course, learners will be able to:

СО	Course Outcomes	Bloom's Taxonomy	PSO
1	Remember and understand how economic forces affect the operation of Media industry	Remembering and Understanding	1
2	Apply economic theories and concepts to the mass media and mass communication in India and the world	Applying	2
3	Analyse the role of economics in the operation of any form of media	Analyzing	3
4	Evaluate changing markets and their influence on new media	Evaluating	4

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Create a robust media enterprise based on a sound economic decision	Creating	5

## 3. Course Name: Reporting and Editing

M.A. (Commu	Course Code:		
Course Name	20MACJ103 4		
Total Lectures per			
	Credits		6
		Hours	Marks
<b>Evaluation System</b>	Theory Examination	2	60
	Practical /Project Evaluation		40

#### **Course Outcomes:**

By the end of this course, learners will be able to:

СО	Course Outcomes	Bloom's Taxonomy	PSO
1	Remember and understand the purpose, process and technique of writing for the news media	Remembering and Understanding	1
2	Translate proficiently for news in different genres and platforms	Applying	2
3	Analyze different reporting styles	Analyzing	3
4	Evaluate various reporting principles needed to create news for different platforms	Evaluating	5

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5	Create, write, and edit news pieces across media platforms	Creating	6
			THE STATE OF

#### 4. Course Name: Media Criticism

M.A. (Communication and Journalism)  Course Name: Media Criticism  Total Lectures per week (1 Period is 50 minutes)		Course Code: 20MACJ104					
					Credits		6
						Hours	Marks
Evaluation System	Theory Examination	2	60				
	Practical /Project Evaluation		40				

#### **Course Outcomes:**

By the end of this course, learners will be able to:

СО	Course Outcomes	Bloom's Taxonomy	PSO
1	Remember and understand the ideological agendas of the media	Remembering and Understanding	1
2	Apply media theories to understand electronic media	Applying	4
3	Analyse different forms of media with the help of media theories	Analyzing	3

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4	Evaluate different forms of media to see their political biases and agendas	Evaluating	5
5	Create a well-rounded and foolproof media critique	Creating	6

#### SEMESTER-II

### 1. Course Name: Introduction to Television Studies

M.A. (Communication and Journalism)  Course Name: Introduction to Television Studies  Total Lectures per week (1 Period is 50 minutes)		Course Code: 20MCJ201 4					
					Credits		6
						Hours	Marks
<b>Evaluation System</b>	Theory Examination	2	60				
	Practical /Project Evaluation		40				

#### Course Outcomes: By the end of this course, learners will be able to:

СО	Course Outcomes	Bloom's Taxonomy	PSO
1	Remember and understand television as a medium	Remembering and Understanding	1
2	Apply the understanding of television in understanding of the culture	Applying	2
3	Analyse the power of television over the society	Analyzing	3

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PRINCIPAL 6 Page PRINCIPAL
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## B. K. SHROFF COLLEGE OF ARTS & M. H. SHROFF COLLEGE OF COMMERCE





4	Evaluate the changing relationship between television and its audience	Evaluating	4
5	Create a critique of culture centered around television	Creating	6

#### 2. Course Name: Introduction to Film Studies

M.A. (Communication and Journalism)  Course Name: Introduction to Film Studies  Total Lectures per week (1 Period is 50 minutes)		Course Code: 20MCJ202 4					
					Credits		6
						Hours	Marks
<b>Evaluation System</b>	Theory Examination	2	60				
	Practical /Project Evaluation		40				

### Course Outcomes: By the end of this course, learners will be able to:

СО	Course Outcomes	Bloom's Taxonomy	PSO
1	Remember and understand various aspects of cinema and film	Remembering and Understanding	1
2	Apply the knowledge of various film movements in the world in understanding the evolution of cinema	Applying	2

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3	Analyse films on the basis of their form and function	Analyzing	3
4	Evaluate the objective quality of cinema	Evaluating	5
5	Create a technical and unbiased critique of films	Creating	-

### 3. Course Name: Introduction to Media Research

M.A. (Communication and Journalism)  Course Name: Introduction to Media Research  Total Lectures per week (1 Period is 50 minutes)		Course Code: 20MCJ203 4					
					Credits		6
						Hours	Marks
Evaluation System	Theory Examination	2	60				
	Practical /Project Evaluation		40				

#### **Course Outcomes:**

20

By the end of this course, learners will be able to:

СО	Course Outcome	Bloom's Taxonomy	PSO
1	Remember and understand the importance of research in media	Remembering and Understanding	1

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2	Apply various media theories and methodologies to conduct research	Applying	2
3	Analyse statistics, hypothesis and types of errors	Analyzing	3
4	Evaluate propaganda, politics, public relation, and ethics in the research area	Evaluating	6
5	Create concrete research in the field of media	Creating	5

#### 4. Course Name: Ethics, Constitution and Media Laws

M.A. (Communication and Journalism)  Course Name: Ethics, Constitution and Media Laws  Total Lectures per week (1 Period is 50 minutes)		Course Code: 20MCJ204 4					
					Credits		6
						Hours	Marks
<b>Evaluation System</b>	Theory Examination	2	60				
	Practical /Project Evaluation		40				

### Course Outcomes: By the end of this course, learners will be able to:

CO	Course Outcome	Bloom's Taxonomy	PSO
1	Remember and understand the history, philosophy and influence of ethics in media	Remembering and Understanding	1

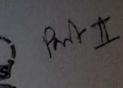
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2	Apply the understanding of religion and constitution to explore the ethics of media	Applying	2
3	Analyse the interconnection among ethics, law, constitution, and religion	Analyzing	3
4	Evaluate ethical issues involved with the environment, human rights, law, etc.	Evaluating	6
5	Create a work of journalism emerging from legal and ethical practices	Creating	5

#### SEMESTER-III

#### 1. Course Name: Social Science Research Design

M.A. (Communication and Journalism)  Course Name: Social Science Research Design  Total Lectures per week (1 Period is 50 minutes)		Course Code: 21MCJ301 4					
					Credits		6
						Hours	Marks
Evaluation System	Theory Examination	2	60				
	Practical /Project Evaluation		40				

#### **Course Outcomes:**

13

By the end of this course, learners will be able to:

СО	Course Outcomes	Bloom's Taxonomy	PSO
1	Remember and understand various aspects of social science research.	Remembering &Understanding	2

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2	Apply their knowledge of social science research to their own research.	Applying	3
3	Analyse key elements of social science research to their own research.	Analyzing	3
4	Evaluate data and different research writing styles.	Evaluating	3
5	Compose and construct their own research designs	Creating	3

#### 2. Course Name: Culture Studies and Media

65

M.A. (Communication and Journalism)  Course Name: Culture Studies and Media  Total Lectures per week (1 Period is 50 minutes)		Course Code: 21MCJ302 4					
					Credits		6
						Hours	Marks
Evaluation System	Theory Examination	2	60				
	Practical /Project Evaluation		40				

### Course Outcomes: By the end of this course, learners will be able to:

СО	Course Outcomes	Bloom's Taxonomy	PSO
1	Remember and understand various aspects of mass media and its simultaneous effects on culture.	Remembering &Understanding	1

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2	Apply these aspects of media and its effect on culture in different contexts.	Applying	2
3	Analyseand determine these aspects of media and its effect in different contexts.	Analyzing	6
4	Evaluate the connection between media and culture.	Evaluating	6
5	Create and design ways in which media and culture can influence each other.	Creating	6

#### 3. Course Name: Media Management

M.A. (Communication and Journalism)  Course Name: Media Management  Total Lectures per week (1 Period is 50 minutes)  Credits		Course Name: Media Management 21MCJ303  Total Lectures per week (1 Period is 50 minutes) 4					
						Hours	Marks
				Evaluation System	Theory Examination	2	60
					Practical /Project Evaluation		40

#### **Course Outcomes:**

1

By the end of this course, learners will be able to:

СО	Course Outcomes	Bloom's Taxonomy	PSO
1	Remember and understand various aspects of media business and commerce.	Remembering &Understanding	2

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2	Apply the various aspects of media business and commerce to various situations.	Applying	3
3	Analysethe key elements of media business and commerce.	Analyzing	3
4	Evaluate and determine various aspects of media business and commerce.	Evaluating	3
5	Create and implement their own media business plans.	Creating	5

#### 4. Course Name: Media Advocacy

M.A. (Communication and Journalism)  Course Name: Media Advocacy  Total Lectures per week (1 Period is 50 minutes)		Cour	se Code:
		Hours	Marks
Evaluation System	Theory Examination	2	60
	Practical /Project Evaluation		40

#### **Course Outcomes:**

By the end of this course, learners will be able to:

**PSO** Bloom's Taxonomy CO **Course Outcomes** 

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1	Remember and understand various aspects of media advocacy.	Remembering &Understanding	2
2	Apply their knowledge of media advocacy to various situations.	Applying	3
3	Analyse the key elements of media advocacy in various situations.	Analyzing	5
4	Evaluate and determine various aspects of media advocacy.	Evaluating	5
5	Create and plan their own media advocacy campaign.	Creating	6

#### 5. Course Name: Video Games and Media

M.A. (Commu	M.A. (Communication and Journalism)		rse Code:
Course Name: Video Games and Media		21MCJ305	
Total Lectures per week (1 Period is 50 minutes)		4	
	Credits		6
		Hours	Marks
Evaluation System	Theory Examination	2	60
	Practical /Project Evaluation		40

Course Outcomes: By the end of this course, learners will be able to:

CO Course Outcomes Bloom's Taxonomy PSO

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1	Remember and understand various aspects of video games.	Remembering &Understanding	2
2	Apply their knowledge of video games to various situations.	Applying	3
3	Analyse and determine the key elements of video games in various situations.	Analyzing	4
4	Evaluate and determine various aspects of video games.	Evaluating	5
5	Create and plan their own video games business.	Creating	6

#### 6. Course Name: Multimedia Production

Master of Arts with C	f Arts with Communication and Journalism Course Code:		Code:
Course Name: Multimedia Production  Total Lectures per week (1 Period is 50 minutes)		21MCJ306 4	
		Hours	Marks
Evaluation System	Theory Examination	2 Hrs.	60
	Practical /Project/ Unit Test		40

Course Outcomes: By the end of this course, learners will be able to:

CO Course Outcomes

Bloom's Taxonomy
PO

By the end of this course, learner will be able to:

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1	understand the key goals and stages of multimedia production	Understanding &Remembering	,
2	Apply various concepts of multimedia to generate and produce multimedia products	Applying	2
3	Analyze the various web authoring tools to secure the content.	Analysing	

#### SEMESTER-IV

1. Course Name: Public Relations in the Private and Public Sector

M.A. (Commi	M.A. (Communication and Journalism)		rse Code.
Course Name: Public Relations in the Private and Public Sector		21MCJ401	
Total Lectures per week (1 Period is 50 minutes)		4	
	Credits		6
		Hours	Marks
Evaluation System	Theory Examination	2	60
	Practical /Project Evaluation		40

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Course Outcomes:

By the end of this course, learners will be able to:

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CO	Course Outcomes	Bloom's Taxonomy	PSO
1	Remember and understand various aspects of public relations.	Remembering &Understanding	2
2	Apply their knowledge of public relations to various situations.	Applying	3
3	Analyseand determine the key elements of public relations to various situations.	Analyzing	5
4	Evaluate and determine various aspects of public relations.	Evaluating	6
5	Create and plan their own public relations exercise.	Creating	

2. Course Name: Dissertation

2. Course Name: Disse	Francis	Cour	se Couc.	
M.A. (Comm	M.A. (Communication and Journalism)		21MCJ402	
Course	Name: Dissertation		4	
Total Lectures per week (1 Period is 50 minutes)  Credits		6		
	Credits	Hours	Marks	
Evaluation System				
	Theory Examination			
	Practical /Project Evaluation		•••••	

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Course Outcomes:

By the end of this course, learners will be able to: LEGE

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CO	Course Outcomes Plann's		PSC
	- Comes	Bloom's	
		Taxonomy	The Re
1	Remember		2
	Remember and understand the various aspects of	Remembering	
	writing a dissertation.	&Understanding	
2			3
2	Apply their knowledge of writing dissertations to	Applying	
	their own.		
		Real	3
3	Analyseand details of	Analyzing	
	Analyseand determine the key elements of		
	writing dissertations to their own writing.		3
4	Port to of	Evaluating	
	Evaluate and determine various aspects of		
	writing a dissertation.		1
		Creating	
5	Create and plan their own dissertation.		

3. Course Name: Digital Media Marketing

20	OMCJ403
	4
	6
Marks Marks	
Hours	Marks
2	60
	40
	2

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Course Outcomes:

By the end of this course, learners will be able to:

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CO	Course Outcomes	Bloom's	PSO
1		Taxonomy	
	Remember and understand the various aspects of digital media marketing.	Remembering &Understanding	
2	Apply their knowledge of digital media marketing in various contexts.	Applying	<del>-</del> 4
3	Analyse the key elements of digital media marketing.	Analyzing	5
4	Evaluate and determine various aspects of digital media marketing.	Evaluating	6
5	Create and plan their own their own digital media marketing campaigns.	Creating	

	unication and Journalism)	The second second	se Code: ICJ404
M.A. (Comm	unication and	211	
Course Name:	Political Communication		4
Course Ivanie	week (1 Period is 50 minutes)		
Total Lectures per	- week (1 1 c.		6
	Credits		a de alce
	Credits	Hours	Marks
			Marks 60
		Hours 2 Hrs.	
Evaluation System	Theory Examination  Practical /Project Evaluation		

#### Course Outcomes:

By the end of this course, learners will be able to:

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СО	Course Outcomes	Bloom's PS
1	Remember and understand various aspects of political communication and civic engagement.	Remembering 2 &Understanding 2
2	Apply their knowledge of political communication to various fields.	Applying 3
3	Analyse the key determinants of political communication.	Analyzing 3 Evaluating
	Evaluate and determine various aspects of political communication.	Creating
5	Create and plan their own methods to gauge public opinion using the concepts of polarisation and contentious politics.	

5. Sports Journalism	Lournalism)		e Code:
M.A. (Commun	ication and Journalism)	2110	
Course Nam	e: Sports Journalism		6
Total Lectures per v	veck (1 Period is 50 minutes)		
	Credits	Hours	Marks
	ination	2 Hrs.	60
Evaluation System	Theory Examination		40
	Practical /Project Evaluation		

Course Outcomes:

By the end of this course, learners will be able to:

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СО	Course Outcomes	Bloom's Taxonomy	PSO
1	Remember and understand various aspects of sports journalism.	Remembering &Understanding	2
2	Applytheir knowledge of sports journalism to various contexts.	Applying	3
3	Analyse and determine the key elements of sports journalism.	Analyzing	3
4	Evaluate and determine various aspects of sports journalism.	Evaluating	6
5	Create and plan their sports features.	Creating	0

6. Course Name: Financial Journalism

M.A. (Commun	ication and Journalism)	Cou	rse Code:
	Financial Journalism	21	MCJ406
Total Lectures per w	reek (1 Period is 50 minutes)		4
	Credits		6
		Hours	Marks
<b>Evaluation System</b>	Theory Examination	2 Hrs.	60
	Internal & Project Evaluation		40

Course Outcomes: By the end of this course, learners will be able to:

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со	Course Outcomes	Bloom's Taxonomy	PSO
CO 1.	Define key economic and financial data, using state-of- the art Bloomberg terminals.	Remember and Understanding	Í
CO 2.	Utilize skills required for Interviewing financial experts, Researching financial data, Writing financial news and features.	Apply	3
CO 3.	Examine and Find stories and features and explain complex economic terms so readers can understand them.	Analyse	1



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Signature with Name Programme Coordinator

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