

UNIVERSITY OF MUMBAI



**Restructured & Revised Syllabus under
Credit based Semester and Grading System**

for

**Master of Management Studies (MMS)
Semester I & II**

**2 Years full-time Masters Degree Course
in Management**

(Effective from the academic year 2016 – 2017)



For Sheila Raheja School of Business
Management & Research


Director

UNIVERSITY OF MUMBAI



**Restructured & Revised Syllabus under
Credit based Semester and Grading System
for**

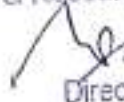
**Master of Management Studies (MMS)
Semester III & IV**

**2 Years full-time
Masters Degree Course in Management**

(Effective from the academic year 2016 – 2017)



For Sheila Rahoja School of Business
Management & Research


Director

UNIVERSITY OF MUMBAI , MUMBAI
Masters in Management Studies - Semester I (CBGS)
with effect from Academic Year 2016-17

CORE								
Sr. No.	Subject	Teaching Hours		Assessment Pattern				
		No. of Sessions of 90 minutes	No. of Sessions of 90 minutes per week	Continuous Assessment	Semester End Examination	Total Marks	Duration of Theory Paper	No of Credits
1	Perspective Management	27	2	40 IA	60 IA	100	3hr	4
2	Financial Accounting	27	2	40 IA	60 IA	100	3hr	4
3	Business Statistics	27	2	40 IA	60 IA	100	3hr	4
4	Operations Management	27	2	40 IA	60 IA	100	3hr	4
5	Managerial Economics	27	2	40 IA	60 IA	100	3hr	4

3 ELECTIVES OUT OF 10								
1	Effective and Management Communication	27	2	40 IA	60 IA	100	3hr	4
2	Business Ethics	27	2	40 IA	60 IA	100	3hr	4
3	Ecommerce	27	2	40 IA	60 IA	100	3hr	4
4	Organizational Behaviour	27	2	40 IA	60 IA	100	3hr	4
5	Introduction to Creativity and Innovation Management	27	2	40 IA	60 IA	100	3hr	4
6	Foreign Language (Other than English)	27	2	40 IA	60 IA	100	3hr	4
7	Negotiation and Selling Skills	27	2	40 IA	60 IA	100	3hr	4
8	IT Skills for Management and Technology Platform	27	2	40 IA	60 IA	100	3hr	4
9	Information Technology for Management	27	2	40 IA	60 IA	100	3hr	4
10	Personal Grooming / Personal Effectiveness	27	2	40 IA	60 IA	100	3hr	4
Total No of Credits								32

UA: University Assessment

IA: Internal Assessment



**For Sheila Raheja School of Business
Management & Research**

(Signature)
Director

Proposed Revision for MMS Syllabus wef AY 2016-17 (Batch 2016-18)

Semester I

Sr. No.	Core	Sr. No.	Electives (Any 3)
1	Perspective Management	1	Effective and Management Communication
2	Financial Accounting	2	Business Ethics
3	Business Statistics	3	Ecommerce
4	Operations Management	4	Organizational Behaviour
5	Managerial Economics	5	Introduction to Creativity and Innovation Management
		6	Foreign Language (Other than English)
		7	Negotiation and Selling Skills
		8	IT Skills for Management and Technology Platform
		9	Information Technology for Management
		10	Personal Grooming / Personal Effectiveness

Note:

- 1 All subjects / papers for Semester I will be internally assessed by the institute. The Criteria for the same is given below
 - a) Attendance and Class Room Participation 10 Marks
 - b) Minimum 3 criteria to be picked up from the below given list
 - Mid term Test (Min 1)
 - Group Presentations
 - Role Plays
 - Case Studies
 - Assignments
 - Projects
 - Quizes
- 2 Institute will have the discretion to select minimum 3 (three) subjects or more from given list of 10 subjects. Total 32 credits has to be obtained.
- 3 Any new elective proposed to be introduced by the Institute, apart from electives listed in the new syllabus, need to take prior approval from Board of Management Studies of the University in writing outlining the details of the course with learning objectives, learning outcomes, detailed syllabus, teaching learning plan and course evaluation procedures atleast 6 months in advance before the commencement of the semester.



For Sheila Raheja School of Business
Management & Research


Director

UNIVERSITY OF MUMBAI

No. UG/163 of 2016-17

CIRCULAR:-

A reference is invited to the Syllabi relating to the Bachelor of Management Studies (B.M.S) degree programme vide this office Circular No. UG/144 of 2011 dated 14th June, 2011 the Principals of affiliated Colleges in Commerce are hereby informed that the approved by the Academic Council at its meeting held on 24th June 2016 vide item No. 4.80 and that in accordance therewith, the revised syllabus as per Choice Based Credit System for (B.M.S) Program - Course Structure (Sem. I to VI) which is available on the University's web site (www.uom.ac.in) and that the same has been brought into force with effect from the academic year 2016-17

MUMBAI - 400 032
October, 2016


(Dr. M.A. Khan)
REGISTRAR

To,

The Principals of affiliated Colleges in Commerce and the Heads of recognized Institutions concerned.

A.C/4.80 /24/06/2016

No. UG/163-A of 2016-17 MUMBAI-400 032 25th October, 2016

Copy forwarded with compliments for information to:-

- 1) The Dean, Faculty of Commerce,
- 2) The Director, Board of College and University Development,
- 3) The Controller of Examinations,
- 4) The Professor-in-charge- Director, Institute of Distance and Open Learning (IDOL),
- 5) The Co-Ordinator, University Computerization Centre.


(Dr. M.A. Khan)
REGISTRAR
PTO



AC 24-06-2016

Item No. 4.80

University of Mumbai



**Bachelor of Management Studies
(BMS) Programme
Three Year Integrated Programme-
Six Semesters
Course Structure**

Under **Choice Based Credit System**

**To be implemented from Academic Year- 2016-2017
Progressively**

Board of Studies-in-Business Management, University of Mumbai

Board of Studies-in-Business Management, University of Mumbai2 | Page 2



For Sheila Rajhoo School of Business,
Management & Finance, UoM


Director

University of Mumbai



**Revised Syllabus
and
Question Paper Pattern
of Courses
of
Bachelor of Management
Studies(**BMS**) Programme
First Year
Semester I and II**

**Under Choice Based Credit, Grading and
Semester System**

(To be implemented from Academic Year- 2016-2017)

Board of Studies-in-Business Management, University of Mumbai



Bachelor of Management Studies (BMS) Programme

Under Choice Based Credit, Grading and Semester System

Course Structure

FYBMS

(To be implemented from Academic Year- 2016-2017)

No. of Courses	Semester I	Credits	No. of Courses	Semester II	Credits
1	Elective Courses (EC)		1	Elective Courses (EC)	
1	Introduction to Financial Accounts	03	1	Principles of Marketing	03
2	Business Law	03	2	Industrial Law	03
3	Business Statistics	03	3	Business Mathematics	03
2	Ability Enhancement Courses (AEC)		2	Ability Enhancement Courses (AEC)	
2A	Ability Enhancement Compulsory Course (AECC)		2A	Ability Enhancement Compulsory Course (AECC)	
4	Business Communication - I	03	4	Business Communication -II	03
2B	*Skill Enhancement Courses (SEC)		2B	**Skill Enhancement Courses (SEC)	
5	Any one course from the following list of courses	02	5	Any one course from the following list of the courses	02
3	Core Courses (CC)		3	Core Courses (CC)	
6	Foundation of Human Skills	03	6	Business Environment	03
7	Business Economics-I	03	7	Principles of Management	03
Total Credits		20	Total Credits		20

*List of Skill Enhancement Courses (SEC) for Semester I (Any One)		**List of Skill Enhancement Courses (SEC) for Semester II (Any One)	
1	Foundation Course - I	1	Foundation Course- II
2	Foundation Course in NSS - I	2	Foundation Course in NSS - II
3	Foundation Course in NCC - I	3	Foundation Course in NCC - II
4	Foundation Course in Physical Education - I	4	Foundation Course in Physical Education - II

Note: Course selected in Semester I will continue in Semester II

Board of Studies-in-Business Management, University of Mumbai | Page



**For Sheila Raheja School of Business
Management & Research**

Director

University of Mumbai



Revised Syllabus
and
Question Paper Pattern
of Courses
of
Bachelor of Management Studies
(BMS) Programme
Second Year
Semester III and IV
Under Choice Based Credit, Grading and
Semester System

(To be implemented from Academic Year- 2017-2018)
Board of Studies-in-Business Management, University of Mumbai



For Shella Raheja School of Business
Management & Research


Director

Bachelor of Management Studies (BMS) Programme

Under Choice Based Credit, Grading and Semester System

Course Structure

SYBMS

(To be implemented from Academic Year- 2017-2018)

No. of Courses	Semester III	Credits	No. of Courses	Semester IV	Credits
1	<i>Elective Courses (EC)</i>		1	<i>Elective Courses (EC)</i>	
1 & 2	*Any one group of courses from the following list of the courses	06	1 & 2	** Any one group of courses from the following list of the courses	06
2	<i>Ability Enhancement Courses (AEC)</i>		2	<i>Ability Enhancement Courses (AEC)</i>	
2A	<i>Ability Enhancement Compulsory Courses (AECC)</i>		2A	<i>Ability Enhancement Compulsory Courses (AECC)</i>	
3	Information Technology in Business Management - I	03	3	Information Technology in Business Management-II	03
2B	<i>Skill Enhancement Courses (SEC)</i>		2B	<i>Skill Enhancement Courses (SEC)</i>	
4	Foundation Course – III	02	4	Foundation course-IV	02
3	<i>Core Courses (CC)</i>		3	<i>Core Courses (CC)</i>	
5	Business Planning & Entrepreneurial Management	03	5	Business Economics-II	03
6	Accounting for Managerial Decisions	03	6	Business Research Methods	03
7	Strategic Management	03	7	Production & Total Quality Management	03
Total Credits		20	Total Credits		20

<i>*List of Skill Enhancement Courses (SEC) for Semester III (Any One)</i>		<i>**List of Skill Enhancement Courses (SEC) for Semester II (Any One)</i>	
1	Foundation Course (Environmental Management) - III	1	Foundation Course (Ethics & Governance) - IV
2	Foundation Course-Contemporary Issues-III	2	Foundation Course-Contemporary Issues-IV
3	Foundation Course in NSS - III	3	Foundation Course in NSS - IV
4	Foundation Course in NCC - III	4	Foundation Course in NCC - IV
5	Foundation Course in Physical Education- III	5	Foundation Course in Physical Education- IV

Note: Course selected in Semester I will continue in Semester III & IV



For Sheela Raheja School of Business
Management & Research

Director

<i>*List of group of Elective Courses(EC) for Semester III (Any two)</i>		<i>** List of group of Elective Courses(EC) for Semester IV (Any two)</i>	
Group A: Finance Electives (Any Two Courses)			
1	Basics of Financial Services	1	Financial Institutions & Markets
2	Introduction to Cost Accounting	2	Auditing
3	Equity & Debt Market	3	Strategic Cost Management
4	Corporate Finance	4	Corporate Restructuring
Group B: Marketing Electives (Any Two Courses)			
1	Consumer Behaviour	1	Integrated Marketing Communication
2	Product Innovations Management	2	Rural Marketing
3	Advertising	3	Event Marketing
4	Social Marketing	4	Tourism Marketing
Group C: Human Resource Electives (Any Two Courses)			
1	Recruitment & Selection	1	Human Resource Planning & Information System
2	Motivation and Leadership	2	Training & Development in HRM
3	Employees Relations & Welfare	3	Change Management
4	Organisation Behaviour & HRM	4	Conflict & Negotiation
Note: Group Selected in Semester III will continue in Semester IV.			



For Shella Raneja School of Business Management


Director

UNIVERSITY OF MUMBAI

No. UG/ ४३ of 2018-19

CIRCULAR:-

Attention of the Principals of the affiliated Colleges and Directors of the recognized Institutions in Commerce & Management Faculty is invited to this office Circular No. UG/21 of 2016-17, dated 30th June, 2016 relating to syllabus of Bachelor of Management Studies (B.M.S.) degree course.

Their attention is also invited to University Circular No. UG/109 of 2016-17 dated 25th October, 2016 for F.Y.B.M.S. (Sem. I & II) and University Circular No. UG/261 of 2017-18 dated 23rd October, 2017 for S.Y. B.M.S. (Sem. III & IV) respectively.

They are hereby informed that the recommendations made by the Board of Studies in Business Management at its meeting held on 28th February, 2018 have been accepted by the Academic Council at its meeting ~~held on 28th February, 2018~~ vide item No. 4.44 and that in accordance therewith, the ~~same~~ ~~is~~ ~~per~~ ~~the~~ ~~(CBCS)~~ ~~for~~ ~~the~~ ~~F.Y.B.M.S.~~ ~~(Sem. V & VI),~~ ~~has~~ ~~been~~ ~~br~~ ~~ing~~ ~~into~~ ~~effect~~ ~~from~~ ~~the~~ ~~academic~~ ~~year~~ ~~2018-19,~~ ~~accordingly~~ ~~the~~ ~~same~~ ~~is~~ ~~available~~ ~~on~~ ~~the~~ ~~University's~~ ~~website~~ ~~www.mu.ac.in)~~

MUMBAI - 400 032

27th July, 2018

To

The Principals of the affiliated Colleges and Directors of the recognized Institutions in Commerce & Management Faculty. (Circular No. UG-334 of 2017-18 dated 9th January, 2018.)

A.C./4.44/05/05/2018


No. UG/ ४३ -A of 2018

MUMBAI-400 032

27th July, 2018

Copy forwarded with Compliments for information to:-

- 1) The I/e Dean, Faculty of Commerce & Management.
- 2) The Director, Board of Examinations and Evaluation.
- 3) The Director, Board of Students' Development.
- 4) The Professor-cum-Director, Institute of Distance and Open Learning (IDOL).
- 5) The Co-Ordinator, University Computerization Centre.


(Dr. Dinesh Kamble)
I/e REGISTRAR



**For Sheila Patil School of Business
Management & Research**


Director

University of Mumbai



Revised Syllabus
and
Question Paper Pattern
of Courses
of
Bachelor of Management Studies
(BMS) Programme at
Third Year
Semester V and VI

**Under Choice Based Credit, Grading and
Semester System**

(To be implemented from Academic Year- 2018-2019)
Board of Studies-in-Business Management, University of Mumbai



Bachelor of Management Studies (BMS) Programme

Under Choice Based Credit, Grading and Semester System

TYBMS

(To be implemented from Academic Year- 2018-2019)

No. of Courses	Semester V	Credits	No. of Courses	Semester VI	Credits
1	Elective Courses (EC)		1	Elective Courses (EC)	
1,2,3 & 4	*Any four courses from the following list of the courses	12	1,2,3 & 4	**Any four courses from the following list of the courses	12
2	Core Course (CC)		2	Core Course (CC)	
5	Logistics & Supply Chain Management	04	5	Operation Research	04
3	Ability Enhancement Course (AEC)		3	Ability Enhancement Course (AEC)	
6	Corporate Communication & Public Relations	04	6	Project Work	04
Total Credits		20	Total Credits		20

✓ **Note:** Project work is considered as a special course involving application of knowledge in solving/analysing/exploring a real life situation/ difficult problem. Project work would be of 04 credits. A project work may be undertaken in any area of Elective Courses/ study area selected

*List of group of Elective Courses(EC) for Semester V (Any Four)		** List of group of Elective Courses(EC) for Semester VI (Any Four)	
Group A: Finance Electives			
1	Investment Analysis & Portfolio Management	1	International Finance
2	Commodity & Derivatives Market	2	Innovative Financial Services
3	Wealth Management	3	Project Management
4	Financial Accounting	4	Strategic Financial Management
5	Risk Management	5	Financing Rural Development
6	Direct Taxes	6	Indirect Taxes
Group B: Marketing Electives			
1	Services Marketing	1	Brand Management
2	E-Commerce & Digital Marketing	2	Retail Management
3	Sales & Distribution Management	3	International Marketing
4	Customer Relationship Management	4	Media Planning & Management
5	Industrial Marketing	5	Sports Marketing
6	Strategic Marketing Management	6	Marketing of Non Profit Organisation
Group C: Human Resource Electives			
1	Finance for HR Professionals & Compensation Management	1	HRM in Global Perspective
2	Strategic Human Resource Management & HR Policies	2	Organisational Development
3	Performance Management & Career Planning	3	HRM in Service Sector Management
4	Industrial Relations	4	Workforce Diversity
5	Talent & Competency Management	5	Human Resource Accounting & Audit
6	Stress Management	6	Indian Ethos in Management
Note: Group selected in Semester III will continue in Semester V & Semester VI			

Board of Studies-In-Business Management, University of Mumbai

2 | Page



**For Sheila Raheja School of Business
Management & Research**

Director

University of Mumbai



No. UG/42 of 2019-20

CIRCULAR:-

Attention of the Principals of the Affiliated Colleges, the Head University Departments and Directors of the recognized institutions in Humanities Faculty is invited to this office Circular No. 251 of 2003, dated 16th June, 2003 relating to Bachelor of Mass Media (B.M.M.) degree course.

They are hereby informed that the recommendations made by the Ad-hoc Board of Studies in Mass Media at its meeting held on 26th April, 2019 have been accepted by the Academic Council at its meeting held on 10th May, 2019 (vide item No. 4.20) and subsequently approved by the Management Council at its meeting held on 13th September, 2019 (vide item No. 14) and that in accordance therewith, in exercise of the powers conferred upon the Management Council under Section 74(4) of the Maharashtra Public Universities Act, 2016 (Mah. Act No. VI of 2017) and the amended Ordinance 5205 relating to change the nomenclature of course of Bachelor of Mass Media to B.A. in Multimedia and Mass Communication B.A. (MMMC) and the affiliated colleges as per the (CBCS) for B.A. in Multimedia and Mass Communication (B.A. (MMMC) Part I and II) has been brought into force with effect from the academic year 2019-20 accordingly. (The same is available on the University's website www.mu.ac.in)

MUMBAI - 400 032
15th November, 2019
To,


(Dr. Vinod P. Patil)
I/c REGISTRAR

The Principals of the affiliated Colleges and Directors of the recognized institutions in Faculty of Humanities. (Circular No. UG/334 of 2017-18 dated 9th January, 2018.)

A.C/4.20/10/05/2019
M.C/14/13/09/2019

No. UG/42 -A of 2019 MUMBAI-400 032
Copy forwarded with Compliments for information to:-

15th November, 2019

- 1) The I/c Dean, Faculty of Humanities,
- 2) The Chairman, Ad-hoc Board of Studies in Mass Media
- 3) The Director, Board of Examinations and Evaluation,
- 4) The Director, Board of Students Development
- 5) The Co-ordinator, University Computerization Centre,



For Sheila Raheja School of Business
Management & Research


(Dr. Vinod P. Patil)
I/c REGISTRAR


Director


AC : _____

Item No. _____

UNIVERSITY OF MUMBAI

Sr. No.	Heading	Particulars
1	Title of the Course	BA in Multimedia and Mass Communication (BAMMC)
2	Eligibility for Admission	12 th pass.
3	Passing Marks	40%
4	Ordinances / Regulations (if any)	--
5	No. of Years / Semesters	03 years & 06 semesters
6	Level	P.G. / U.G. / Diploma / Certificate (Strike out which is not applicable)
7	Pattern	Yearly / Semester ✓ CBCS (Strike out which is not applicable)
8	Status	New / Revised ✓ CBCS (Strike out which is not applicable)
9	To be implemented from Academic Year	From Academic Year <u>2019-20</u> in Progressive manner.

April 26, 2019.

Signature : Name of BOS Chairperson ✓ / Dean : Dr. Sunder Rajdeep

1

For Sheila Raheja School of Business
Management & Research

Director

CHOICE BASED CREDIT SYSTEM

BA in Multimedia and Mass Communication (BAMMC) (Choice based) Semester - I & II revised Syllabus to be sanctioned & implemented from 2019-20.

PROGRAM OUTCOME

1. The program considers media industries and their relationship to culture and society, and the understanding of how communication works. The program emphasizes the development of critical thinking, professional writing skills and effective oral communication.
2. The Communication and Media Studies major prepares students for a wide variety of careers in business and industry, advertising, public relations and journalism, or advanced study
3. This program will equip the learners with professional skills essential for making career in Entertainment industry, Cinema, Television, OTT Platforms, social media platforms etc.
4. Students would demonstrate the ability to apply rhetorical principles in a variety of creative, cinematic, organizational, professional and journalistic venues.
5. Knowledge, skills, and values that prepare them for future careers in our interconnected society, whether in mass media or advanced study
6. Learners would develop a global awareness of political, social and corporate issues influenced by communication sensitivity and skills.
7. Learners will understand mass media as a system of interrelated forces, including historical foundations, technological advances, economic dynamics, regulatory constraints, and ethical concerns.
8. This programme will also give them an improved sense of self-confidence and self-efficacy and an awareness of their responsibilities as professionals in their field
9. Learners will be able to create and design emerging media products, including blogs, digital audio, digital video, social media, digital photography, and multimedia.
10. They will be better equipped to grasp the complex relationship between communication/media theories and a diverse set of individual, social, and professional practices.
11. Learners will understand the underlying philosophical assumptions of, and be able to apply, communication research methods to address a range of media texts and audiences, production and technological practices, and relevant social issues.
12. Learners will comprehend the foundations, process, and practices of writing for and about the media, and demonstrate proficiency in writing across platforms.
13. Learners will be able to conceptualize, design, and produce one or more works in media based on effective principles and practices of media aesthetics for a target audience.



University of Mumbai



UG/13/3rd/2019-20

CIRCULAR:-

Attention of the Principals of the affiliated Colleges and Directors of the recognized Institutions of Humanities Faculty is invited to the syllabus uploaded by the Academic Council of an meeting held on 27th May, 2019. ~~File No. 4.18~~ relating to the revised syllabus as per the BSC/2019 (the attached) of the Media and to this office Circular No.UG/13/3rd dated 19th November, 2019 regarding the proposed changes 5285 relating to change the nomenclature of course of Bachelor of Mass Media to B.A. in Media and Mass Communication (B.A. (M.M.C.)) and also the revised syllabus as per the UCN (for B.A. in Media and Mass Communication B.A. (M.M.C.)) in Sem. I and II.

They are hereby informed that the recommendations made by the A.C. in Board of Studies Mass Media at its meeting held on 27th July, 2019 and subsequently ~~the Board of Studies in Mass Media at its meeting held on 27th July, 2019 and subsequently~~

AD/MSM/1999/12
27th December, 2019

20th Dec 2019
33/1/2019/12

The Principals of the affiliated Colleges, the Head of the Education Departments and Directors of recognized Institutions of Humanities Faculty of circle No.UG/13/3rd of 2019 dated 19th November, 2019.

A.C./AS & J.R. 03/10/2019

No.UG/MSM/1999/12

MS/MSM/100/101

20th Dec 2019
33/1/2019/12

Copy forwarded with Compliments for information to:-

- 1) The Chairman, Board of Deans,
- 2) The Dean, Faculty of Humanities,
- 3) The Chairman, Board of Studies in Mass Media,
- 4) The Director, Board of Examinations and Evaluation,
- 5) The Director, Board of Students Development,
- 6) The Co-ordinator, University Computerization Centre.

20th Dec 2019
33/1/2019/12

For Sheila Paheja School of Business Management & Research



Director

UNIVERSITY OF MUMBAISyllabus for Approval

Sr. No.	Heading	Particulars
1	Title of the Course	[Redacted]
2	Eligibility for Admission	
3	Passing Marks	
4	Ordinances/Regulations (if any)	
5	No. of Years/Semesters	
6	Level	P.G. [Redacted] Diploma/Certificate (Strike out which is not applicable)
7	Pattern	Yearly [Redacted] (Strike out which is not applicable)
8	Status	New [Redacted] (Strike out which is not applicable)
9	To be implemented from Academic Year	[Redacted]

Date

Name of B.P.S. Officer: Dear

For Sheila Patil's School of Business
Management & Research

Director

UNIVERSITY OF MUMBAI**Syllabus for Approval**

Sr. No.	Heading	Particulars
1	Title of the Course	BA (Hons) in Business Administration D.L.
2	Eligibility for Admission	
3	Passing Marks	
4	Ordinances/Regulations, if any	
5	No. of Years/Semesters	Two
6	Level	P.G. Diploma Certificate (Strike out which is not applicable)
7	Pattern	Yearly Two (Strike out which is not applicable)
8	Status	New Old (Strike out which is not applicable)
9	To be implemented from Academic Year	2019-20

Date:

Name of BMS Chairperson: Dear:

Dr. [Signature]

For Sheila Raheja School of Business
Management & Research

Director

AC : _

Item No.

UNIVERSITY OF MUMBAI

Sr. No.	Heading	Particulars
1	Title of the Course	BA in Multimedia and Mass Communication (BAMMC)
2	Semesters	03,04, 05 and 06
3	Level	P.G. / U.G. / Diploma / Certificate (Strike out which is not applicable)
4	Pattern	Yearly / Semester ✓ CBCS (Strike out which is not applicable)
5	Status	New / Revised ✓ CBCS (Strike out which is not applicable)
6	To be implemented from Academic Year	From Academic Year 2020-21 in Progressive manner.

Date:

Signature :

Name of BOS Chairperson ✓ / Dean : Dr. Sunder Rajdeep

For Sheila Rajput School of Business
Management & Research

Director

CHOICE BASED CREDIT SYSTEM

**BA in Multimedia and Mass Communication (BAMMC) (Choice based)
Semester -III, IV, V and VI revised Syllabus to be sanctioned and implemented from
June 2020-21 in progressive manner.**

PROGRAM OUTCOME

1. The program considers media industries and their relationship to culture and society, and the understanding of how communication works. The program emphasizes the development of critical thinking, professional writing skills and effective oral communication.
2. The Communication and Media Studies major prepares students for a wide variety of careers in business and industry, advertising, public relations and journalism, or advanced study
3. This program will equip the learners with professional skills essential for making career in Entertainment industry, Cinema, Television, OTT Platforms, social media platforms etc.
4. Students would demonstrate the ability to apply rhetorical principles in a variety of creative, cinematic, organizational, professional and journalistic venues.
5. Knowledge, skills, and values that prepare them for future careers in our interconnected society, whether in mass media or advanced study
6. Learners would develop a global awareness of political, social and corporate issues influenced by communication sensitivity and skills.
7. Learners will understand mass media as a system of interrelated forces, including historical foundations, technological advances, economic dynamics, regulatory constraints, and ethical concerns.
8. This programme will also give them an improved sense of self-confidence and self-efficacy and an awareness of their responsibilities as professionals in their field
9. Learners will be able to create and design emerging media products, including blogs, digital audio, digital video, social media, digital photography, and multimedia.
10. They will be better equipped to grasp the complex relationship between communication/media theories and a diverse set of individual, social, and professional practices.
11. Learners will understand the underlying philosophical assumptions of, and be able to apply, communication research methods to address a range of media texts and audiences, production and technological practices, and relevant social issues.
12. Learners will comprehend the foundations, process, and practices of writing for and about the media, and demonstrate proficiency in writing across platforms.
13. Learners will be able to conceptualize, design, and produce one or more works in media based on effective principles and practices of media aesthetics for a target audience.
14. Learners will acquire the knowledge and skills required to pursue a career in the specialization of their choice.

2



**For Sheila Raheja School of Business
Management & Research**

Director