



S.I.W.S.
N.R. SWAMY COLLEGE OF COMMERCE & ECONOMICS &
SMT. THIRUMALAI COLLEGE OF SCIENCE
Plot No. 337, Sewree-Wadala Estate,
Major R. Parameshwaran Marg, Wadala, Mumbai - 400 031

Program Outcomes

BAMMC (Bachelor of Arts in Multimedia & Mass Communication)

DEPARTMENT

P.O.1	:	The student will understand and employ the interdisciplinary approach of various concepts learned in Multimedia & Mass Communication in association with the various fields of media
P.O.2	:	The student will apply the writing skills used in media agencies which will give knowledge about the process of news, types of the beat in news and principles and format used by the newspapers
P.O.3	:	The course helps to demonstrate technical competence which will get an insight about the different types of advertisement and their integrated marketing tools
P.O.4	:	The student shall apply the teamwork and managerial skills to take responsibility for the problems encountered which will highlight the communication skills acquired for good communication as per industry standard
P.O.5	:	This course will give knowledge on media laws and social responsibility to the students
P.O.6	:	The course will help students to create an additional avenue of the program explains major forms of media like print, broadcast, films and the internet
P.O.7	:	The program enables the learners to get adequate exposure to the media environment
P.O.8	:	The course shall inculcate training and a practical approach among the learners by using modern technologies in the field of media
P.O.9	:	The student shall acquire knowledge regarding the different roles of Electronic Media
P.O.10	:	The student becomes capable of decision making, content writing, media planning, public relation skills and script writing