



Satyam Fashion Institute (College Code 302)
Affiliated to S.N.D.T. Women's University, Mumbai

Name of Program: B.A. (Mass Media)

Program Code: 131

Program Outcomes

After successful completion of the program, the graduates will be able

- 1 To develop a critical understanding about media as a discipline and also media as an instrument for Social Change.
- 2 To communicate effectively across various platforms of Media. At the end of the course they will get expertise and experience with extensive training and media exposure through Media Visits & internships.
- 3 To understand various areas of Media and they will become familiar with the working process of Media Houses.
- 4 To Pursue career in Print Journalism, Photo Journalism, Television Journalism, Production and Writing, Web Journalism, Radio production, Ad & PR etc.

Program Specific Outcomes

At the end of program the student should

- 1 PSO1- To be able to apply the techniques of reporting, writing and designing skills in print media, Broadcast and Digital media.
- 2 PSO2-To be able to work on the various editing software and hardware used in the media organisations.
- 3 PSO3-To be able to apply different research techniques and strategies on a wide cross sections of Media Industry.
- 4 PSO4-To be able to handle managerial aspects of Print, Electronic & Digital Media.

Course Outcomes

Bachelor of Arts (Mass Media), FIRST YEAR: SEMESTER -1

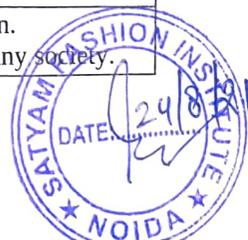
Course Code	Course Name	Course Outcomes
1001	Effective Communication Skills	1. Provide an understanding about the basics of effective communication. 2. Learn the principles of reading, writing and oral communication. 3. To enable students with effective writing skills
1002	Fundamentals of Mass	1. To learn the characteristics and forms of mass communication. 2. Understand scope, need and role of mass communication in any society.

Principal

Satyam Fashion Institute

C-56, A/14 & 15, Sector-67

NOIDA -201305





	Communication	3. Examine the relationship of media and society.
1003	Contemporary World History	1. Get acquainted with contemporary developments in India as well as in the World. 2. Understand the inter-relationship between significant historical movements and role of media therein. 3. Explore ideologies that have shaped the contemporary world.
1004	Introduction to Sociology	1. Be familiar with social stratification and various units of the society. 2. Understand contemporary social issues. 3. Recognize role of sociology in communication and vice versa.
1005	Traditional Media	1. Recognize role of performing arts and its association with mass media. 2. Understand nuances of performance and stage craft. 3. Explore diverse means of communication across India in terms of saying, songs, riddles, storytelling traditions, folk arts and so on. 4. To impart practical training in working of theatre and stage management.

Bachelor of Arts (Mass Media), FIRST YEAR: SEMESTER -2

2001	Environment Studies	1. To become aware about the importance, current situation and role of natural resources in human life. 2. To realize the need and importance of environmental concerns. 3. To create a pro–environmental attitude and a behavioral pattern which is based on creating sustainable lifestyles. 4. To achieve a total behavioral change by becoming aware about challenges facing human civilization. 5. To gain understanding about concept, types of various ecosystems, biodiversity, and need of conservation and social challenges for environment sustainability.
2002	Indian Political and Economic Systems	1. To get acquainted with interdisciplinary approach towards political science and economics and its significance for media studies. 2. To understand interrelationship between Indian Political System and Indian Economy and their influence on media and society at large.
2003	Introduction to Psychology	1. To get acquainted with role of psychology in human behaviors. 2. To understand interrelationship between variables related to personality, behavior and media.
2004	Events Management	1. To acquaint themselves with the fundamentals of Management by managing an event. 2. To acquire event management skills by being member of a group and learning about self and others.
2005	Introduction to Computers	1. To gain basic knowledge of computers. 2. To undertake applications of computers in other subjects. 3. To do research work and obtain information for presentations through internet. 4. To prepare documentation & PowerPoint presentations.

Bachelor of Arts (Mass Media), SECOND YEAR: SEMESTER -3

3001	Introduction to Print Media	1. To gain basic knowledge of small and big print media. 2. To know evolution of print media over the period of time. 3. To be able to recognize differences of print media vis-à-vis electronic media.
3002	Basics of Advertising	1. To gain basic understanding of advertising as mode of communication. 2. To know evolution of advertising media over the period of time.

Satyam
Principal
Satyam Fashion Institute
C-56, A/14 & 15, Sector-62
NOIDA -201305



3003	Fundamentals of Public Relations	<p>3. To be able to recognize process and product of advertising production.</p> <p>1. To gain basic knowledge of small and big print media.</p> <p>2. To know evolution of print media over the period of time.</p> <p>3. To be able to recognize differences of print media vis-à-vis electronic media.</p>
3004	Visual Communication and Photography	<p>1. To gain understanding of visuals in media.</p> <p>2. To be able to create visuals using camera.</p> <p>3. To be able to recognize elements of visuals in media production.</p>
3005	Introduction to Cinema	<p>1. To help the students to become critical viewers of films other than full length features.</p> <p>2. Understanding Cinema as mode of mass communication</p> <p>3. To get exposed to different forms of Cinema and be able to examine its relationship with society.</p>

Bachelor of Arts (Mass Media), SECOND YEAR: SEMESTER -4

4001	Introduction to Broadcast Media	<p>1. To gain basic knowledge of broadcasting as form of communication.</p> <p>2. To know evolution of broadcast media over the period of time.</p> <p>3. To be able to understand electronic media production processes.</p> <p>4. To examine forms of broadcast media productions.</p>
4002	Integrated Marketing Communication	<p>1. To gain basic knowledge of marketing communication.</p> <p>2. To know evolution of marketing communication with evolution of media vehicles.</p> <p>3. To be able to examine IMC campaigns.</p>
4003	Introduction to New Media	<p>1. To gain basic knowledge of new media processes.</p> <p>2. To know evolution of marketing communication with evolution of media vehicles.</p> <p>3. To be able to examine IMC campaigns.</p>
4004	Women and Media	<p>1. To know relationship between women and media.</p> <p>2. To able to examine presence/absence of women from mainstream media.</p> <p>3. To understand usage of media by women as communicator as well as audiences.</p>
4005	Writing for Media	<p>1. To gain basic knowledge of writing for media.</p> <p>2. To able to examine different forms of writing in media.</p> <p>3. To understand role of language in communicating meaning.</p>

Bachelor of Arts (Mass Media), THIRD YEAR: SEMESTER -5

FOR SPECIALIZATION – ADVERTISING & PR

5101	Introduction to Research	<p>1. To know process of scientific knowledge creation.</p> <p>2. To able to execute small research project in order to enable them for further study.</p> <p>3. To understand formulation, collection and processing of information.</p>
5102	Advertising & Marketing	<p>1. To know relationship between advertising and marketing.</p> <p>2. To understand usage of media for marketing and advertising purposes.</p>
5103	Branding	<p>1. To know concept and importance of branding in advertising practice.</p> <p>2. To able to examine presence/absence of brands and its role in marketing.</p> <p>3. To understand role of media in branding of people, products, services, ideas.</p>
5104	Consumer Behaviour	<p>1. To know concept of consumer.</p> <p>2. To able to examine role of consumer behavior on media and media on</p>



		consumer behaviour.
5105	Media Planning & Scheduling	1. To able to understand role of media planning in advertising. 2. To examine how media scheduling impact brand visibility and audience reach. 3. To understand usage of media vehicle for planning and scheduling by advertisers.

Bachelor of Arts (Mass Media), THIRD YEAR: SEMESTER -6

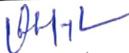
FOR SPECIALIZATION – ADVERTISING & PR

6101	Advertising and Society	1. Understand the impact of Mass Media on Society in general. 2. Learn the positive and negative impact of Advertising on customs, festivals and local flavor.
6102	Advertising Agencies	1. Understand the difference between the working of an Advertising Agency and an Advertising Department. 2. Get a deep insight into the working of an Advertising Agency.
6103	Customer Relationship Management	1. To know relationship between women and media. 2. To able to examine presence/absence of women from mainstream media. 3. To understand usage of media by women as communicator as well as audiences.
6104	Laws and Ethics in Advertising	1. Understand the importance of adhering to ethics in advertising. 2. Know the various Acts like MRTP Act, AAI code of conduct in advertising.
6105	Internship	1. Offer a hands-on opportunity to work in their desired field. 2. Understand practical application of theoretical and classroom learning in the field. 3. Gain real life working experience. 4. Employable to gauge their skills with the industry requirements.

Bachelor of Arts (Mass Media), THIRD YEAR: SEMESTER -5

FOR SPECIALIZATION – JOURNALISM

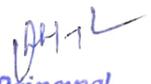
5201	Introduction to Research	1. To know process of scientific knowledge creation. 2. To able to execute small research project in order to enable them for further study. 3. To understand formulation, collection and processing of information.
5202	Political and Economic Reporting	1. To understand governance, and role of media in governance. 2. To be able to comprehend how economic and political structures need to be understood to report about their affairs.
5203	Newspaper Editing Layout & Design	1. To know relationship between women and media. 2. To able to examine presence/absence of women from mainstream media. 3. To understand usage of media by women as communicator as well as audiences.
5204	Journalism for Social Change	1. To know relationship between journalism and social change. 2. To understand role and nature of journalism required to bring about social change. 3. To examine case studies and people associated with journalism for social change.


Principal
Satyam Fashion Institute
C-56, A/14 & 15, Sector-62
NOIDA -201305



5205	Magazines and Journals	1. To understand evolution of magazines as print media and their relationship with its audiences.
Bachelor of Arts (Mass Media), THIRD YEAR: SEMESTER -6 FOR SPECIALIZATION – JOURNALISM		
6201	News Media Organization & Management	1. Understand functioning of a newspaper from management perspective. 2. Develop a set of skills to problem-solve in a newsroom. 3. Learn about all departments of a newspaper company and how they interact to achieve company goals. 4. Know what is involved in strategic planning and decision-making as far as newspaper organization is concerned.
6202	Web and Electronic Journalism	a. To acquaint to all aspects of the electronic media & Web Journalism. b. To discern what is the definition of news according to electronic media & Web Portals. c. To learn how facts are gathered and checked; news writing and television/radio/web language. d. To understand how to edit/telecast the news with the help of latest systems.
6203	Press Laws and Ethics	1. To know laws that govern press in India. 2. To able to examine ethical issues in media practice. 3. To understand importance of laws and ethics in media production.
6204	Indian Regional Journalism	1. To know relationship between regional and national media in India. 2. To able to examine need and presence/absence of regional journalism in the country. 3. To understand usage of regional media in India.
6205	Internship	1. Offer a hands-on opportunity to work in their desired field. 2. Understand practical application of theoretical and classroom learning in the field. 3. Gain real life working experience. 4. Employable to gauge their skills with the industry requirements.
Bachelor of Arts (Mass Media), THIRD YEAR: SEMESTER -5 FOR SPECIALIZATION – ANIMATION		
5301	Introduction to Research	1. To know process of scientific knowledge creation. 2. To able to execute small research project in order to enable them for further study. 3. To understand formulation, collection and processing of information.
5302	Introduction to Animation	1. To know evolution of animation as an industry and role of technology in that evolution. 2. To understand role, scope and importance of animation in media production.
5303	Basics of Art & Drawing	1. To know fundamental concepts of drawing and art and painting. 2. To be able to implement concepts for creating drawings using varied techniques.
5304	2D and 3D Animation	1. To know perspectives in animation forming 2D and 3D projects. 2. To understand techniques of animation and execute them in form of a project.
5305	Animation Scripting	1. To understand concepts and commands to execute animation scripting. 2. To be able to execute animation project using scripting.

Bachelor of Arts (Mass Media), THIRD YEAR: SEMESTER -6 FOR SPECIALIZATION – ANIMATION		
6301	Advanced web designing	1. To know programming to create web-based content. 2. To design web pages keeping design and technology parameters in mind.
6302	3D Animation	1. Basic working methods for 3D modeling and animation. 2. Understand how to convey movement through analog and digital means.
6303	SFX in Animation	1. To make students learn the techniques and uses of special effects in video editing.
6304	Audio-Video Editing (project)	1. To enable students to dramatically enhance their productions with professional special effects, with professional audio and video editing applications, soundtracks and more. 2. To develop editing methodologies.
6305	Internship	1. Offer a hands-on opportunity to work in their desired field. 2. Understand practical application of theoretical and classroom learning in the field. 3. Gain real life working experience. 4. Employable to gauge their skills with the industry requirements.


 Principal
 Satyam Fashion Institute
 C-56, A/14 & 15, Sector-62
 NOIDA -201305

