



---

**St. Xavier's College (Autonomous), Mumbai**  
**Department of Mass Media**

**Programme: B.A. Mass Media**

*Programme Specific Outcomes (PSOs) for B.A. Mass Media*

Sr. No.	On completing B.A. Mass Media, the student will be able to:
PSO 1	Understand the effective modes of mass communication and their impact in society to educate and inform the masses.
PSO 2	Study the impact of socio economic policies on society, role of ideology and media industry.
PSO 3	Review the influence of cultural changes on media and management work spaces, individual's life, regionally and globally.
PSO 4	Trace the significance of research tools in journalism and marketing industry through group assignments and live projects.
PSO 5	Understanding advertising and consumer society, brands and finances involved in the media business.
PSO 6	Pitch ideas and content for digital platform, appreciate visual art and photography, and make audio-visual productions.
PSO 7	Start individual business through entrepreneurship, pitch PR campaigns, design portfolios and other news media products.
PSO 8	Develop insight into the significance of law and ethics in media industry, and their role in current times.



## Course Outcomes (COs): B.A. Mass Media

### Semester I

**Course Title: Effective Communication Skills – I**

**Course Code: AMM0101**

Sr. No.	On completing the course, the student will be able to:	PSOs addressed	Cognitive levels
CO 1	Read and retain the written information.	1	U, R
CO 2	Have improved comprehension and analytical skills.	1, 2	An
CO 3	Analyse different kinds of journalistic writing through intense reading and use of fact sheets.	1	An, Ap
CO 4	Write in a cohesive manner and present it.	5	C

**Course Title: Mass Communication and Society**

**Course Code: AMM0102**

Sr. No.	On completing the course, the student will be able to:	PSOs addressed	Cognitive levels
CO 1	Understand the various forms of communication and their role in society.	1	U, R
CO 2	Comprehend the role of media organization and how they function in current time.	1, 2	An
CO 3	Discuss the role of media to create awareness and sensitise society effectively.	3	C, Ap
CO 4	Understand various models of mass communication and their relevance in current times.	5	An, Ap



**Course Title: Introduction to Economics – I**  
**Course Code: AMM0103**

Sr. No.	On completing the course, the student will be able to:	PSOs addressed	Cognitive levels
CO 1	Understand the various concepts, ideas and basic economic theory.	1	U
CO 2	Appreciate the significance of economic studies in current time.	1, 2	An
CO 3	Discuss and understand the impact of economic policies on society.	2	U, E
CO 4	Understand and analyse pricing theories.	5	U, An

**Course Title: Introduction to Sociology**  
**Course Code: AMM0104**

Sr. No.	On completing the course, the student will be able to:	PSOs addressed	Cognitive levels
CO 1	Understand the various sociological concepts, and their relevance in human life.	1	U
CO 2	Discuss the role of sociological concepts in identity formation.	1, 2	An
CO 3	Demonstrate the impact of social behaviour among different groups in society.	2	U, E
CO 4	Critically analyse the role of sociology in media industry and product.	5	U, An
CO 5	Analyse sociological concepts and theories in understanding media.	4, 5	An, Ap



**Course Title: Introduction to Literature**  
**Course Code: AMM0105**

Sr. No.	On completing the course, the student will be able to:	PSOs addressed	Cognitive levels
CO 1	Understand the various literary concepts and their relevance in current times.	2	U
CO 2	Discuss various ideas – Marxism, feminism, capitalism, colonialism and their impact on media.	2, 3	An, E
CO 3	Analyze various genre of literature – short story, novel, play, poetry through readings of specific text.	2	U, E
CO 4	Critically analyse the role of literature on human life and learn to write text – a short story, a poem of your own.	5	An, Ap
CO 5	Analyse texts and adaptations in understanding media.	4, 5	An, Ap

**Course Title: Computer Graphics**  
**Course Code: AMM0106**

Sr. No.	On completing the course, the student will be able to:	PSOs addressed	Cognitive levels
CO 1	Understand and practice various design-based softwares required for print production.	5	U
CO 2	Apply the design skills to develop media products.	5, 6	R, U, Ap
CO 3	Develop skill-based learning and make better academic presentations; use entry-level job opportunities.	5	C, Ap



## Semester II

### Course Title: Effective Communication Skills – II

Course Code: AMM0201

Sr. No.	On completing the course, the student will be able to:	PSOs addressed	Cognitive levels
CO 1	Discuss the relationship between mind and body-language in formal environment.	1	U, R
CO 2	Improve listening and analytical skills through peer presentations.	1, 2	An, Ap
CO 3	Articulate clear questions and pitch own ideas, arguments through classroom discussions.	1, 7	An, Ap
CO 4	Be effective thinkers and communicators in information-dominated society.	5	C

### Course Title: Media Ethics

Course Code: AMM0202

Sr. No.	On completing the course, the student will be able to:	PSOs addressed	Cognitive levels
CO 1	Understand the principles of ethics, constitution of ethics and consideration of ethics in media studies.	1	U, R
CO 2	Understand the areas of practising ethics in personal and professional framework.	1, 2	An, Ap
CO 3	Develop an attitude to face dilemma and contradictions in personal life and while working in media industry.	1, 7	An, Ap, E

### Course Title: Introduction to Media Psychology

Course Code: AMM0203

Sr. No.	On completing the course, the student will be able to:	PSOs addressed	Cognitive levels
CO 1	Learn the concepts and terms in psychology to understand human behaviour and society.	1	U, R
CO 2	Apply psychological concepts and principles to contemporary local/ regional/ global changes in society.	1, 2	An, Ap, E
CO 3	Apply and analyse psychological concepts to understand the influence of media on society.	1, 7	An, Ap



**Course Title: History of Ideas**  
**Course Code: AMM0204**

Sr. No.	On completing the course, the student will be able to:	PSOs addressed	Cognitive levels
CO 1	Understand the foundations of political, economic and social ideas that are essential to analyze news, views and policy.	1	U, R
CO 2	Examine the foundations, theories in a fundamental way to understand the structure of modern society.	1, 2	An, Ap
CO 3	Evaluate the impact of various ideologues – Indian and western and their influence on Indian socio-political system.	1, 7	An, Ap
CO 4	Analyse the impact of ideas and theories to review the contemporary issues/ challenges in regional/ global societies.	2, 7	Ap, E

**Course Title: Introduction to Economics – II**  
**Course Code: AMM0205**

Sr. No.	On completing the course, the student will be able to:	PSOs addressed	Cognitive levels
CO 1	Review the relationship between media and economics.	1	U, R
CO 2	Examine the macroeconomic factors and their significance in media industry.	1, 2	An, Ap
CO 3	Illustrate the relationship between economic policy and impact on media business.	2, 5	An, E

**Course Title: Radio and Television**  
**Course Code: AMM0206**

Sr. No.	On completing the course, the student will be able to:	PSOs addressed	Cognitive levels
CO 1	Review the significance of audio-visual mode of communication in Indian context.	1	U, R
CO 2	Understand the ways to write a script for radio/TV show, write it in a group and learn the method of presentation, keeping in mind, the social factors present in the current context.	1, 2	An, Ap
CO 3	Illustrate the relationship between audio-visual production and audience consumption patterns; study the impact of audience-driven media content.	2, 5	An, E
CO 4	Develop basic skills for effective communication for anchoring audio/ visual show, scripting and presenting it.	6	Ap



### Semester III

#### Course Title: Application of Economics

Course Code: AMM0301

Sr. No.	On completing the course, the student will be able to:	PSOs addressed	Cognitive levels
CO 1	Review the micro- and macro-economic factors that are significant in the current Indian context.	2	U, R
CO 2	Understand the economic crisis faced by different countries and how it has made an impact on various sectors there.	2, 3	An, Ap
CO 3	Understand and prepare report analysis studying the key economic factors that have caused crisis or setback to any one particular country's economy.	3	An, E

#### Course Title: Cultural Studies

Course Code: AMM0302

Sr. No.	On completing the course, the student will be able to:	PSOs addressed	Cognitive levels
CO 1	Understand the cultural theories and their impact on society.	1	U, R
CO 2	Examine various ideas, theories and their relevance in current time; analyze their influence on shaping human lives.	2, 3	An, Ap
CO 3	Demonstrate live student presentations depicting specific cultural aspects of various societies.	3, 4	An, E

#### Course Title: Introduction to Marketing Concepts

Course Code: AMM0303

Sr. No.	On completing the course, the student will be able to:	PSOs addressed	Cognitive levels
CO 1	Understand marketing strategies and their role in influencing individual choices.	1	U, R
CO 2	Understand product/ price/ promotion dimensions in successful brands and their growth; perform comparative analysis of more than one product/ price/ brand and present a report.	1, 5	An, Ap
CO 3	Conduct market analysis and create marketing programs to achieve marketing objectives.	5, 7	An, E



**Course Title: Introduction to Management Environment**  
**Course Code: AMM0304**

Sr. No.	On completing the course, the student will be able to:	PSOs addressed	Cognitive levels
CO 1	Understand nuances of managing people as resources and the complexity in work environment.	2	U, R
CO 2	Implement management tools in conducting student assignments and professional pursuits.	1, 3	An, Ap
CO 3	Understand various kinds of media/ management organizations and practice skills required at workplace.	5	An, E

**Course Title: Introduction to Journalism**  
**Course Code: AMM0305**

Sr. No.	On completing the course, the student will be able to:	PSOs addressed	Cognitive levels
CO 1	Review and understand the causes and movements leading to the foundation of journalism in Indian/ global context.	1	U, R
CO 2	Infer news-related concepts in professional workplace and learn information-gathering in journalistic writing.	1, 2, 3	An, Ap
CO 3	Understand new forms of news information consumption pattern and authenticity of news.	4, 6	An, E, Ap

**Course Title: Introduction to Photography**  
**Course Code: AMM0306**

Sr. No.	On completing the course, the student will be able to:	PSOs addressed	Cognitive levels
CO 1	Understand the scientific principles and technical aspects of photography and practice them in personal and professional spaces.	1	U, R
CO 2	Develop an understanding of various photographers' work and learn to appreciate visual art.	6	An, Ap
CO 3	Learn to use photography as effective medium of communication.	7	An, E





### Semester IV

#### Course Title: Representing the Nation through News Media

Course Code: SSPC04017

Sr. No.	On completing the course, the student will be able to:	PSOs addressed	Cognitive levels
CO 1	Understand the news concepts, modes of communication and aspects of media consumption.	1	U, R
CO 2	Discuss and critically understand various socio-political movements and their coverage by media.	1, 2	An, Ap
CO 3	Learn and understand the role of regional media in educating the masses about grass-roots issues.	2, 3	An, E, Ap

#### Course Title: Writing Skills for Media

Course Code: AMM0401

Sr. No.	On completing the course, the student will be able to:	PSOs addressed	Cognitive levels
CO 1	Understand various styles, techniques and content platforms in the current context.	1	U, R
CO 2	Discuss various genre/ ideas of writing and pick at least few and use them to write.	6	An, Ap
CO 3	Improve writing skills through peer learning and promote ideas through social media.	6	An, E, Ap

#### Course Title: Audio-Visual Production

Course Code: AMM0402

Sr. No.	On completing the course, the student will be able to:	PSOs addressed	Cognitive levels
CO 1	Develop skills in audio and video recording, editing and post production.	6	U, R
CO 2	Gain practical skills to create short films from pre-production details, production and post-production to digital distribution.	6, 7	E, C, An



**Course Title: Theory of Media**  
**Course Code: AMM0403**

Sr. No.	On completing the course, the student will be able to:	PSOs addressed	Cognitive levels
CO 1	Understand evolution of media through the nineteenth century and the impact of various media theories on society.	1, 2	U, R
CO 2	Discuss theories of media and their relevance in the current context so as to critically analyze media.	3	An, Ap
CO 3	Discover how various types of media writings affect social conditioning.	4, 5	E, An, U

**Course Title: Mass Media Research**  
**Course Code: AMM0404**

Sr. No.	On completing the course, the student will be able to:	PSOs addressed	Cognitive levels
CO 1	Understand and learn to use the basic research tools in media-related projects.	4	U, R
CO 2	Explore the importance of qualitative and quantitative approach and use them in media-related projects.	3, 4	An, Ap
CO 3	Demonstrate the use of research tools through collaborative industry/NGO assignments, with enhanced practical skills.	4	Ap, E

**Course Title: Introduction to Advertising Concepts**  
**Course Code: AMM0405**

Sr. No.	On completing the course, the student will be able to:	PSOs addressed	Cognitive levels
CO 1	Review communication strategies and implement them to create campaigns.	1	U, R
CO 2	Identify and analyze the impact of advertising techniques on media industry.	2, 3	An, Ap
CO 3	Develop advertisements to achieve effective communication objectives.	6	Ap, E



**Course Title: Film Reading and Appreciation**  
**Course Code: AMM0406**

Sr. No.	On completing the course, the student will be able to:	PSOs addressed	Cognitive levels
CO 1	Explore the various schools of cinema / directors/ movements that led to the development of cinema in India and worldwide.	2	U, R
CO 2	Appreciate and develop a meaningful association with technical aspects of cinema.	6	An, Ap
CO 3	Critically consume cinema and other forms of visual storytelling by understanding the sublime messages.	2, 3, 8	E, An, Ap



### Semester V

**Course Title: Advertising for International Markets and Contemporary Society**

**Course Code: AMM0501**

Sr. No.	On completing the course, the student will be able to:	PSOs addressed	Cognitive levels
CO 1	Recognise the roles of advertising in modern society.	3, 5	An, Ap
CO 2	Appreciate the increasingly international nature of advertising.	4, 5	An, Ap, C
CO 3	Understand the current developments and problems concerning advertising as an economic and social force.	2, 5, 6	U, E, C

**Course Title: Legal Environment and Advertising Ethics**

**Course Code: AMM0502**

Sr. No.	On completing the course, the student will be able to:	PSOs addressed	Cognitive levels
CO 1	Provide a perspective on the legal environment in India.	2, 8	U, App
CO 2	Understand the various ethics connected to advertising.	3, 6	An, Ap, E
CO 3	Learn about the Maharashtra state-centric cases as the situation demands.	8	An, E

**Course Title: Consumer Behaviour**

**Course Code: AMM0503**

Sr. No.	On completing the course, the student will be able to:	PSOs addressed	Cognitive levels
CO 1	Understand the complexities of consumer behaviour, its importance in marketing and advertising.	2, 3, 4, 5	U, Ap, An, E
CO 2	Trace and connect the psychological tools used to influence consumer habit.	4, 5,	An, E
CO 3	Understand the role of research in conditioning human behaviour to the economic advantage of market development.	6, 7, 8	E, An, Ap



**Course Title: Introduction to Financial Markets**  
**Course Code: AMM0504**

Sr. No.	On completing the course, the student will be able to:	PSOs addressed	Cognitive levels
CO 1	Understand the financial products and services, and know the financial market in India.	2, 4, 5	U, Ap, C
CO 2	Understand the structural operations of the financial markets in India.	3, 4	U, R, Ap
CO 3	Develop skills to constantly update with the contemporary financial market conditions for business needs.	6, 7, 8	C, Ap, E

**Course Title: Contemporary Issues**  
**Course Code: AMM0505**

Sr. No.	On completing the course, the student will be able to:	PSOs addressed	Cognitive levels
CO 1	Understand macro-global issues with regional implications.	2, 3	U, Ap
CO 2	Carry out action research.	4	An, Ap, C
CO 3	Develop critical consciousness.	1	An, E

**Course Title: Copywriting**  
**Course Code: AMM0506**

Sr. No.	On completing the course, the student will be able to:	PSOs addressed	Cognitive levels
CO 1	Be familiar with the concept of copywriting as selling through writing.	1, 3	U, C
CO 2	Develop inherent writing skills.	4, 5	Ap, C
CO 3	Generate, develop and express ideas effectively.	5	An, Ap, C
CO 4	Know contemporary advertising techniques and practices.	6	An, E, C



**Course Title: Reporting**  
**Course Code: AMM0507**

Sr. No.	On completing the course, the student will be able to:	PSOs addressed	Cognitive levels
CO 1	Organize material as per its importance; the most important aspects coming first.	5	U, Ap
CO 2	Use simple style, short sentences and stick to facts without commenting on them.	3, 5	An, Ap
CO 3	Talk to people, use quotes effectively.	2, 3, 4	Ap, E, C

**Course Title: Editing**  
**Course Code: AMM0508**

Sr. No.	On completing the course, the student will be able to:	PSOs addressed	Cognitive levels
CO 1	Improve language skills.	1, 2	U, Ap
CO 2	Possess skills required of a sub-editor.	2, 3	Ap, An, C
CO 3	Practice a structure in different forms of persuasive journalistic writing.	6, 8	C, E, Ap

**Course Title: Feature and Opinion**  
**Course Code: AMM0509**

Sr. No.	On completing the course, the student will be able to:	PSOs addressed	Cognitive levels
CO 1	Comment on differences between reporting and feature writing, and develop special skills needed for feature/ opinion writing.	2, 3, 5	An, E
CO 2	Recognize the role of opinion writing needed for mature thinking and professional experience.	2, 3, 4	An, E, C
CO 3	Develop a skill for feature and opinion writing by researched practice.	6, 7, 8	An, C, Ap



**Course Title: Journalism and Public Opinion**  
**Course Code: AMM0510**

Sr. No.	On completing the course, the student will be able to:	PSOs addressed	Cognitive levels
CO 1	Examine critically the relationship between the media and the public, how much does the media influence public opinion, and which are the agencies manipulating this process of influencing public opinion.	1, 2, 3, 5	U, An, Ap, E
CO 2	Examine through enquiry how the media influence public opinion for various agendas.	3, 4, 5	U, An, E
CO 3	Develop a critical understanding of the various institutions who play a major role in shaping public opinion.	7, 8	C, E, An, Ap



## Semester VI

### Course Title: Introduction to Entrepreneurship

Course Code: AMM0601

Sr. No.	On completing the course, the student will be able to:	PSOs addressed	Cognitive levels
CO 1	Embark on entrepreneurial, cultural and industrial path so as to set up and manage one's own small units.	2, 4, 5, 7	An, Ap, E, C
CO 2	Study the financial metrics for feasibility of entrepreneurial ventures.	4, 5	An, Ap, U
CO 3	Develop business plans with a blue-print for future growth potentials.	6, 7	C, Ap, E
CO 4	Prepare and present business venture to investors, and make escalator pitches.	6, 7, 8	C, Ap, E, An

### Course Title: Brand Building

Course Code: AMM0602

Sr. No.	On completing the course, the student will be able to:	PSOs addressed	Cognitive levels
CO 1	Know the concepts and practices of contemporary brands.	2, 5	U, An
CO 2	Understand the appropriate strategies and tactics to build, measure and manage brands.	5, 6	An, Ap, E
CO 3	Plan an effective advertising campaign.	7	Ap, E, C

### Course Title: Financial Management

Course Code: AMM0603

Sr. No.	On completing the course, the student will be able to:	PSOs addressed	Cognitive levels
CO 1	Develop a basic understanding of financial management.	2, 4, 5	U, An, E
CO 2	Interpret financial statements and practice simple financial accounting procedures.	6, 7	U, R, Ap
CO 3	Prepare basic financial statements essential to assess viability of projects.	6, 7, 8	C, E, Ap, An





**Course Title: Introduction to Public Relations**  
**Course Code: AMM0604**

Sr. No.	On completing the course, the student will be able to:	PSOs addressed	Cognitive levels
CO 1	Learn the basics of public relations and its practice.	1, 2, 3, 5, 6	An, Ap, E, C
CO 2	Plan and execute public relations campaigns.	4, 5, 6	An, Ap, C
CO 3	Develop ethical procedures for campaign planning and communication for goal achievement.	6, 7, 8	E, An, R

**Course Title: Advertising Design**  
**Course Code: AMM0605**

Sr. No.	On completing the course, the student will be able to:	PSOs addressed	Cognitive levels
CO 1	Understand the creative and technical aspects of art direction.	4, 5, 7	U, Ap, E, C
CO 2	Develop skills to used Photoshop, CorelDraw to execute visual elements of a commercial communication.	5, 6	R, Ap, An
CO 3	Gain practical efficiency in campaign planning strategies and working in teams with copywriters and visualisers.	4, 7, 8	C, An, E

**Course Title: Digital Marketing**  
**Course Code: AMM0606**

Sr. No.	On completing the course, the student will be able to:	PSOs addressed	Cognitive levels
CO 1	Understand the various aspects of digital marketing and its growth in recent time.	3, 4, 5, 6	An, Ap, E, C
CO 2	Understand use of digital marketing for commercial enterprise, and develop basic skills required to use it for individual/ company venture.	4, 6, 7	Ap, E, C
CO 3	Assess the impact of digital marketing vis-a-vis the desired objectives of the campaign.	6, 7, 8	C, E, Ap, An



**Course Title: Press Laws and Ethics**  
**Course Code: AMM0607**

Sr. No.	On completing the course, the student will be able to:	PSOs addressed	Cognitive levels
CO 1	Provide a perspective on the legal environment in India.	2, 3, 8	U, An
CO 2	Study the media through the various ethics connected to the press.	8	U, An, E
CO 3	Develop skills to update oneself on the contemporary press and media laws.	6, 7, 8	C, E, An, Ap

**Course Title: Indian Regional Journalism**  
**Course Code: AMM0608**

Sr. No.	On completing the course, the student will be able to:	PSOs addressed	Cognitive levels
CO 1	Study the evolution, growth and role in modern day India of Indian newspapers other than in English.	1, 2	U, An, E
CO 2	Understand case studies of Hindi, Marathi, Telugu and Urdu newspapers.	2, 3	U, An
CO 3	Understand the role of language papers in fostering socio-cultural development in their areas of circulation.	1, 3, 6	U, Ap
CO 4	Study the intimacy between readers and language newspapers.	2, 4	U, E

**Course Title: Newspaper and Magazine Making**  
**Course Code: AMM0609**

Sr. No.	On completing the course, the student will be able to:	PSOs addressed	Cognitive levels
CO 1	Learn the art of newspaper and magazine design and get oriented towards the practical aspects of newspaper or magazine making.	4, 5, 6, 7	U, Ap, E, C
CO 2	Apply technical tools in physical production of magazines, tabloids and broadsheets.	2, 4, 5	Ap, C
CO 3	Produce magazines and tabloids.	6, 7, 8	C, E, Ap



**Course Title: Digital Media**  
**Course Code: AMM0610**

Sr. No.	On completing the course, the student will be able to:	PSOs addressed	Cognitive levels
CO 1	Understand the various aspects of digital media and its growth in recent time.	2, 3, 6, 7	Ap, C
CO 2	Understand the use of digital media for commercial and social enterprise, and manage one's own individual/ company's vocation.	6, 7	Ap, E, C
CO 3	Implement digital campaigns and assess their impact in achieving the objectives.	4, 5, 8	C, E, An