



CRITERIA 2.6.1
PROGRAMME OUTCOMES (POs)
AND
COURSE OUTCOMES (COs)

For Shri L. P. Raval College of Mass Media
& Management Studies


Principal





2.6.1 Programme Outcomes (POs) & Course Outcomes (COs)

INDEX OF CRITERIA 2.6.1

Sr No.	Topics
1.	Description
2.	Programme Outcomes & Course Outcomes of BMS
3.	Programme Outcomes & Course Outcomes of BAF
4.	Programme Outcomes & Course Outcomes of BAMMC
5.	Programme Outcomes & Course Outcomes of B.Sc.HS

For Shri L.P. Praval College of Mass Media
& Management Studies


Principal





2.6.1 Shri L. Raval College of Mass Media and Management Studies is keen on teaching learning and evaluation process. The HEI follows the Curriculum of University of Mumbai being an affiliated college. HEI self-neither construct programme and courses, University of Mumbai develop curriculum for BMS, BAMMC, BAF & B.Sc.HS with specific programme outcome and course outcome HEI has to execute the quality education process with POs and Cos. **HEI uploaded the POs and Cos on the college website for reference to every stakeholder including students, parents, alumni and employers.**

1. Evaluation Process: The programme outcomes and Programme Specific outcomes are assessed with the help of course outcomes of the relevant programme through direct evaluation process. It is provided through University Examinations, terminal exams. internal and home assignments, unit tests. Students under university examination are evaluated for 75% of total marks and institution for 25% marks as internal assessment. Evaluation outcome is about 60-80% of all courses.

2. Industrial Outcome: The Institution has carried Industrial Visit Programme, BMS and BMM (BAMMC) departments has organized Education Trip. Industrial outcome is to increase the industrial and practical knowledge of students.

3. Placements: One of the most important Programme Outcomes of Undergraduate Degree is the employability of students upon successful completion of their degree programme. The college has a vibrant Placement Cell, which caters to the demands of companies from different sectors.

4. Higher Studies: Another parameter to measure attainment of POS, PSOs and COs is through progression of students towards higher studies in educational institutions in India and for post-graduation in Indian and Foreign Universities.

The HEI is very keen on Quality and Quantity education in programmes and courses.

The POs and Cos to treat as guidelines and pathways for teaching learning and evaluation process.

The Cos and POs are considered as directions to get better education.

For Shri L P Raval College of Mass Media
& Management Studies

Principal





**PROGRAMME OUTCOMES (POs)
COURSE OUTCOMES (COs)
OF
BACHELOR OF MANAGEMENT STUDIES**

For Shri L P Raval College of Mass Media
& Management Studies


Principal





BACHELOR OF MANAGEMENT STUDIES

Program Outcomes

Towards the end of the program, the students will be able to:

1. To perform a thorough strategic analysis of an organization and an industry by understanding internal and external business environments.
2. To develop a knowledge base through conceptual learning by mode of interaction, presentations, projects, industrial visits and practical training.
3. To build a managerial personality in a holistic manner with an all-round development of skills of leadership, pro-active decision-making and facing challenging situations.
4. To enable students to take up competitive examinations and higher studies such as MMS, MBA in the field of specialization like marketing, finance, HR etc.
5. Enhance interpersonal communication of students by overcoming their weaknesses.
6. To promote an industrial outlook and build the gap between theory and practical applications to meet the industrial requirements.

For Shri L P Raol College of Mass Media
& Management Studies

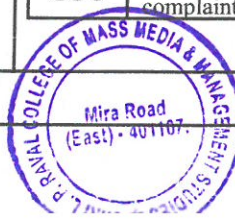
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COURSE OUTCOME FOR BACHELOR OF MANAGEMENT STUDIES

FYBMS																							
Semester I		Semester II																					
Sr. No	Subject	Sr. No	Subject																				
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SYBMS

Semester III

Semester IV

Sr.No.	Subject	Sr.No.	Subject		
1.	Accounting For Managerial Decision	1.	Business Economics		
	CO 1		Calculate ratios based on Financial Statements and income statements	CO 1	Discuss Macroeconomics with its Meaning, Scope and Importance.
	CO 2		Use Financial Statements to obtain Cash Flows for the firm and equity holders.	CO 2	Analyze Circular flow of aggregate income and expenditure in an economy.
	CO 3		Develop presentation and writing skills	CO 3	Calculate The Measurement of National Product & Define Green GNP and NNP concepts for National Income and Economic Welfare
	CO 4		Apply appropriate legal and ethical standards.	CO 4	Develop Trade Cycles with its Phases.
	CO 5		Demonstrate effective project execution and control techniques that result in successful projects.	CO 5	Determine the sources of Money Supply & Factors influencing Velocity of Circulation of Money. Keynesian approaches, Public Revenue
2.	Business Planning and Entrepreneurship Management	2.	Production and Quality Management		
	CO 1		Describe the qualities of successful entrepreneurs.	CO 1	To make the student understand the basics of production management including its definition, importance and types of production systems
	CO 2		Explain theories of entrepreneurship	CO 2	To familiarize the students with concept of materials management and different inventory control techniques used in the industry
	CO 3		Related problems faced by Women entrepreneurs.	CO 3	To understand the concept of product development and plant location and layout. And how they can be practically applied to meet the requirement of the business
	CO 4		Explain the concept of innovation, invention, creativity in business idea generation.	CO 4	To understand the criticality of how productivity is adopted by various industries to improve their overall functioning and to earn profits
	CO 5		Design business plan.	CO 5	To explain the concept of Total Quality Management and its implementation
3.	Foundation Course III	3.	Foundation Course III		
	CO 1		Discuss Environment and its composition like Lithosphere, Atmosphere, Hydrosphere, Biosphere	CO 1	Identify the nature of ethics in terms of personal, professional and managerial.
	CO 2		Perform classification (Renewable & non-renewable) & bring out ways to stop Exploitation of Natural resources in sustainable manner	CO 2	Overcome myths about business ethics in the practical workplace.
	CO 3		Discuss Biogeochemical cycles, Ecosystem & Ecology; Food chain, food web & Energy flow pyramid	CO 3	Identify best ethical practices across functional areas like Marketing, Finance and Human Resource thereby avoiding white collar scams.
	CO 4		Develop disaster management cycles.	CO 4	Identify best corporate practices with reference to corporate governance.
	CO 5		Examine techniques of solid waste management, anthropogenic waste, e-waste & biomedical waste (proving consumerism as a cause of waste).		

For Shri L. P. Raval College of Mass Media & Management Studies





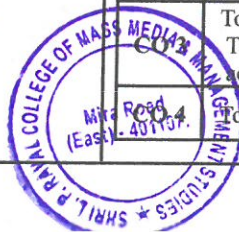
4.	Strategic Management		4.	Business Research Methods	
	CO 1	Define vision, mission, goals and objectives for an organization.		CO 1	Identify the research designs to be used: Exploratory, Descriptive or causal
	CO 2	Write down SWOT (Strengths, Weakness, Opportunities and Threats) analysis by scanning internal and external environments.		CO 2	Identify sample(s) and effectively use probability and non probability sampling methods.
	CO 3	Effectively apply various strategies at corporate level, business level and functional level by analysing the environmental factors.		CO 3	Distinguish between primary and secondary courses of data.
	CO 4	Effectively apply the BCG (Boston Consulting Group) matrix to different products/services of an organization. Control technique for effective management	CO 4	Design a proper structured questionnaire by using various scaling techniques.	

5.	Information Technology in Business Management-I		5.	Information Technology In Business Management-II	
	CO 1	Describe the Information System pyramid in an organizational hierarchy.		CO 1	Recall the functional systems and components of the Management Information Systems (MIS) and Decision Support Systems (DSS) respectively.
	CO 2	Describe various emerging trends in information technology with special contributions to certain IT revolutionized fields.		CO 2	Draw differences between Management Information Systems and Decision Support Systems.
	CO 3	Explain the concepts of digital economy and digital organization.		CO 3	Describe various emerging trends in MIS-based technologies such as Enterprise Resource Planning (ERP), Supply Chain Management (SCM), Customer Relationship Management (CRM).
	CO 4	Describe concepts such as Database, Database Management Systems (DBMS), Open source software, Operating Systems and their relevant importance.		CO 4	Explain the ERP & CRM lifecycles for an enterprise.
	CO 5	Describe the functions used in Microsoft applications such as MS-Word, MS-Excel, MS-Powerpoint..	CO 5	Data Mining, Outsource, Cloud Computing as Database Management Systems (DBMS), Data Mining, Data Warehousing and their importance	

6.	Introduction to Cost Accounting (Finance)		6.	Strategic Cost Management (Finance)	
	CO 1	To discuss the basic concepts and the tools used in Cost Accounting.		CO 1	To understand strategy from the perspective of costing in an enterprise.
	CO 2	To discuss the principles and procedure of cost accounting and to apply them to different practical situations.		CO 2	To analyse and understand the relevance of non-financial information about productivity, quality and other key success factors for the firm.
	CO 3	To identify various elements of Cost Accounting viz. Material, Labour and Overheads costing.		CO 3	To provide the students with a framework for analysis and design of internal accounting systems and related strategies
	CO 4	To discuss emerging cost concepts viz. Uniform costing, Target costing, Benchmarking, Just in time, Balance Score Card. Cost Sheet	CO 4	It seeks to provide specialisation-level knowledge to financially motivated managers to be in the role of management accounting in complex modern industrial organisations.	

7.	Basics Of Financial Services (Finance)		7.	Auditing (Finance)	
	CO 1	Understand the operations and structure of different financial institutions.		CO 1	Define Auditing Standards. Defining Overview of the Audit Process. Defining Audit Planning, Audit evidence and audit reports.
	CO 2	Describe various types of insurance contracts and their uses in financial services		CO 2	Define Audit Environment. Explain need for independent audit.
	CO 3	Describe clients' dispositions toward risk and identify appropriate strategies to pursue		CO 3	To examine the system of internal checks.
	CO 4	Identify the factors that affect interest rates and evaluate relationships between the prices of securities and interest rates.	CO 4	To check arithmetical accuracy of books of accounts, verifying posting, casting, balancing.	
				CO 5	To confirm the existence of assets & liability.

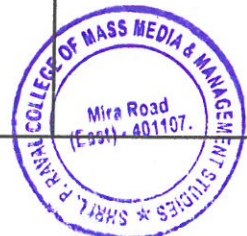
For Shri P. Rajal College of Mass Media & Management Studies





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For Shri P. P. Rao College of Mass Media & Management Studies



Principal



TYBMS

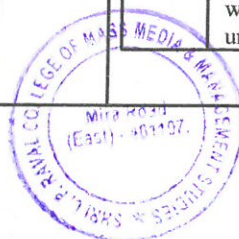
Semester V

Semester VI

Sr.No.	Subject	Sr.No.	Subject
1.	Logistics and supply chain management	1.	Operations Research
	CO 1 To Identify basic concepts of logistics and supply chain management, its function and global trends.		CO 1 Identify and develop operational research models from the verbal description of the real system.
	CO 2 Demonstrate the ability to communicate effectively both orally and in writing.		CO 2 Understand the mathematical tools that are needed to solve optimization problems.
	CO 3 Demonstrate knowledge of the legal and ethical environment impacting business organizations and exhibit an understanding and appreciation of the ethical implications of decisions.		CO 3 Identify mathematical software to solve the proposed models.
	CO 4 Demonstrate knowledge of current information, theories and models, and techniques and practices in all of the major business disciplines including the general areas of Accounting and Finance, Information Technologies, Management, Marketing, and Quantitative Analysis.		CO 4 Develop a report that describes the model and the solving technique, analyze the results and propose recommendations in language understandable to the decision-making processes in Management organization.
2.	Corporate Communications & Public Relations	2.	Project Work
	CO 1 Comprehend various aspects of corporate communication		CO 1 Practical knowledge about specialized course
	CO 2 Comprehend various aspects and theories of Public Relations		CO 2 Learning research and analysis about the company and working pattern
	CO 3 Be able to understand various mass media laws and use of technology in CCPR		
3.	Wealth Management (Finance)	3.	International Finance (Finance)
	CO 1 To provide an overview of various aspects related to wealth management.		CO 1 Describe the importance of balance of trade and balance of payments to the development of macroeconomic policy.
	CO 2 To discuss the relevance and importance of Insurance Planning in wealth management.		CO 2 Discuss the role that international institutions play in the global arena.
	CO 3 To discuss the relevance and importance of Investment Planning in wealth management.		CO 3 Judge whether international parity conditions are met
	CO 4 To acquaint the learners with issues related to taxation in wealth management.		CO 4 Describe the various currency arrangements a country may adopt
	CO 5 To acquaint the learners with issues related to Estate Planning in wealth management.		CO 5 Identify opportunities for arbitrage and discuss methods to exploit these opportunities.
4.	Direct Taxes (Finance)	4.	Indirect Taxes (Finance)
	CO 1 To Define and Examine service concepts used by service industries and by discussing the rationale for the application.		CO 1 Students would explain the various terms related to Goods and Service tax (GST).
	CO 2 To provide the appropriate theories, models, and other tools to make better decisions in services		CO 2 Students would compute the amount of CGST, SGST and IGST payable after considering the eligible input tax credit. Students would analyse whether a person is required to obtain registration under GST law
	CO 3 To formulate effective service design for both consumer and business products/services		
	CO 4 To offer diverse learning opportunities to develop analytical and soft skills.		

For Shri L.P. Raval College of Mass Media & Management Studies

Principal





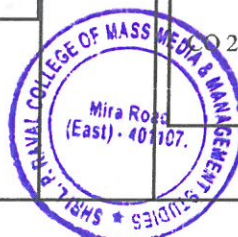
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<p>10</p>	<p>Strategic Marketing Management (Marketing)</p> <table border="1"> <tr> <td>CO 1</td> <td>Analyse marketing opportunities and threats</td> </tr> <tr> <td>CO 2</td> <td>Discuss strategic concepts and theories and their application in marketing environments.</td> </tr> <tr> <td>CO 3</td> <td>Develop and critically assess marketing strategies</td> </tr> <tr> <td>CO 4</td> <td>Research and analyse marketing strategies in different contexts</td> </tr> </table>	CO 1	Analyse marketing opportunities and threats	CO 2	Discuss strategic concepts and theories and their application in marketing environments.	CO 3	Develop and critically assess marketing strategies	CO 4	Research and analyse marketing strategies in different contexts	<p>10</p>	<p>Media planning and Management (Marketing)</p> <table border="1"> <tr> <td>CO 2</td> <td>Describe media research and its sources</td> </tr> <tr> <td>CO 3</td> <td>Discuss about different media available like print media, Television, Outdoor, Radio, Online media.</td> </tr> <tr> <td>CO 4</td> <td>Develop media strategy in current scenario.</td> </tr> <tr> <td>CO 5</td> <td>Design media budget</td> </tr> <tr> <td>CO 6</td> <td>Discuss the process of media buying</td> </tr> <tr> <td>CO 7</td> <td>Discuss Media Scheduling strategies</td> </tr> </table>	CO 2	Describe media research and its sources	CO 3	Discuss about different media available like print media, Television, Outdoor, Radio, Online media.	CO 4	Develop media strategy in current scenario.	CO 5	Design media budget	CO 6	Discuss the process of media buying	CO 7	Discuss Media Scheduling strategies
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For Shri L.P. Raval College of Mass Media & Management Studies

Principal





12.	<p align="center">Strategic Management in HRM (HR)</p> <table border="1"> <tr> <td>CO 1</td> <td>Integrated perspective on role of HRM in modern business</td> </tr> <tr> <td>CO 2</td> <td>Ability to plan human resources and implement techniques of job design Ability to handle employee issues and evaluate the new trends in HRM</td> </tr> </table>	CO 1	Integrated perspective on role of HRM in modern business	CO 2	Ability to plan human resources and implement techniques of job design Ability to handle employee issues and evaluate the new trends in HRM	12.	<p align="center">Organisational Development (HR)</p> <table border="1"> <tr> <td>CO 1</td> <td>Understand the process designed to improve the effectiveness of an organisation by incorporating individual, group and system level requirements • Analyse and evaluate the role of HRD and OD in relation to organisational outcomes such as organisational effectiveness, productivity and quality of working life.</td> </tr> <tr> <td>CO 2</td> <td>Collaborate effectively with others for sharing and extending knowledge to complete complex HRD task</td> </tr> </table>	CO 1	Understand the process designed to improve the effectiveness of an organisation by incorporating individual, group and system level requirements • Analyse and evaluate the role of HRD and OD in relation to organisational outcomes such as organisational effectiveness, productivity and quality of working life.	CO 2	Collaborate effectively with others for sharing and extending knowledge to complete complex HRD task
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13.	<p align="center">Performance Management in HR (HR)</p> <table border="1"> <tr> <td>CO 1</td> <td>Enhance their skills in setting clear expectations and objectively measuring individual performance using objectives and competencies as key measures</td> </tr> <tr> <td>CO 2</td> <td>Ability to plan human resources and implement techniques of job design Ability to handle employee issues and evaluate the new trends in HRM</td> </tr> </table>	CO 1	Enhance their skills in setting clear expectations and objectively measuring individual performance using objectives and competencies as key measures	CO 2	Ability to plan human resources and implement techniques of job design Ability to handle employee issues and evaluate the new trends in HRM	13.	<p align="center">HRM in Service Sector Management (HR)</p> <table border="1"> <tr> <td>CO 1</td> <td>To study the concept and the growing importance of HRM in service sector • To recognize and evaluate how human resources are managed in service sector • To understand the significance of human element in creating customer satisfaction through service quality</td> </tr> <tr> <td>CO 2</td> <td>To explore the ways in which HR strategy, structure, delivery and practices can be used to create valuable products and services • To offer diverse learning opportunities to develop analytical and soft skills.</td> </tr> </table>	CO 1	To study the concept and the growing importance of HRM in service sector • To recognize and evaluate how human resources are managed in service sector • To understand the significance of human element in creating customer satisfaction through service quality	CO 2	To explore the ways in which HR strategy, structure, delivery and practices can be used to create valuable products and services • To offer diverse learning opportunities to develop analytical and soft skills.
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For Shri L.P. Royal College of Mass Media & Management Studies

Principal





PROGRAMME OUTCOMES (POs)
COURSE OUTCOMES (COs)
OF
BACHELOR OF COMMERCE
(ACCOUNTS AND FINANCE)

For Shri L.P. Prasad College of Mass Media
& Management Studies


Principal





BACHELOR OF COMMERCE (ACCOUNTS AND FINANCE)

Program Outcomes

Towards the end of the program, the students will be able to:

- 1) To provide strong emphasis on developing analytical skills and to offer a solid grounding and professional competence in all aspects of commerce particularly corporate accounting and costing, direct and indirect taxation.
- 2) To tabulate the basic differences between the generally accepted Accounting Standards (GAAP) in the United States and the International Financial Reporting Standards (IFRS).
- 3) To enable students to take up competitive examinations and higher studies such as CA/CMA/CS.
- 4) To produce graduates who will provide innovative solutions to problems, apply research skills to business challenges particularly financial management.
- 5) To help aspirants to acquire knowledge in the field of accounting, taxation, auditing, risk management, financial accounting, taxation, managerial economics, and business law and business communications.
- 6) Enhance interpersonal communication of students by overcoming their weaknesses.

For Shri L P Raval College of Mass Media
& Management Studies

Principal





COURSE OUTCOME BACHELOR OF COMMERCE (ACCOUNTS AND FINANCE)

FYBAF					
Semester I			Semester II		
Sr. No	Subject		Sr. No	Subject	
1.	Financial Accounting I		1.	Financial accounting II	
	CO 1	To discuss concepts, benefits , procedures for the issue of Accounting Standards.		CO 1	To identify nature of single entry book system
	CO 2	To evaluate cost of inventory applying different valuation methods FIFO and Weighted Average method.		CO 2	To identify methods of branch accounting under dependent and independent methods.
	CO 3	To classify receipts and expenditure into capital, revenue and deferred revenue.		CO 3	To calculate claims under fire insurance policy.
	CO 4	To prepare final accounts of manufacturing concerns.		CO 4	To identify accounting rules of consignment accounting and valuation of stock.
	CO 5	To prepare departmental trading and profit and loss accounts and balance sheets.			
2.	Cost Accounting-I		2.	Auditing - I	
	CO 1	Identify the differences between cost accounting and financial accounting.		CO 1	Examine the basic concepts, principles and types of auditing.
	CO 2	Point out to the advantages of adopting cost accounting as against financial accounting.		CO 2	Appraise Internal Audit and compare with Internal Check and External Audit
	CO 3	Identify and classify transactions on different bases and allocate them under the correct class.		CO 3	Understand the Audit Programme and Audit Planning
	CO 4	Handle documentation with regard to inventory in an organisation.		CO 4	Explain the Audit Sampling techniques and their types.
	CO 5	Classify the levels of stock lying in a company into different categories and examine them accordingly.			
3.	Introduction to Financial Management – I		3.	Business Laws-I	
	CO 1	To discuss meaning, scope, importance and objectives of financial management.		CO 1	Explain the concepts of offer, acceptance, agreement, contract and its various essentials.
	CO 2	To discuss various concepts of valuation viz. Present value, annuity, time value of money, discounting and compounding techniques.		CO 2	Compare offer and acceptance, agreement and contract.
	CO 3	To interpret different types of leverages viz. operational, financial and combined.		CO 3	Describe each component/essential of a valid contract in detail with illustrations.
	CO 4	To illustrate the relationship between operational and financial leverage.		CO 4	Analyse and infer modes in which a contract may be discharged.
	CO 5	To analyse the need and different sources of finances long term, medium term and short term.		CO 5	Examine special contracts such as bailment, pledge, agency, etc.
				CO 6	Explain the rights and liabilities of parties entering into such special contracts.
					Distinguish between bailment, pledge, agency, etc., Consumer Protection Act





<p>4. Business Communication-I</p> <table border="1"> <tr><td>CO 1</td><td>Distinguish between verbal and non verbal communication.</td></tr> <tr><td>CO 2</td><td>Identify various modes of communication.</td></tr> <tr><td>CO 3</td><td>Draft effective job letters like cover letter, job acceptance letter and resignation letter.</td></tr> <tr><td>CO 4</td><td>Participate in debates and elocution thereby overcoming stage fear.</td></tr> <tr><td>CO 5</td><td>Prepare curriculum vitae for self and others.</td></tr> </table>	CO 1	Distinguish between verbal and non verbal communication.	CO 2	Identify various modes of communication.	CO 3	Draft effective job letters like cover letter, job acceptance letter and resignation letter.	CO 4	Participate in debates and elocution thereby overcoming stage fear.	CO 5	Prepare curriculum vitae for self and others.	<p>4. Business Communication-II</p> <table border="1"> <tr><td>CO 1</td><td>Prepare effective powerpoint presentations on assigned topics.</td></tr> <tr><td>CO 2</td><td>Give presentations via powerpoint in front of a large (60-70 people) audience.</td></tr> <tr><td>CO 3</td><td>Effectively speak in a group discussion by being part of it.</td></tr> <tr><td>CO 4</td><td>Face personal interviews with confidence and grace.</td></tr> <tr><td>CO 5</td><td>Write business letters like, inquiry, order, complaint/grievance and sales letters.</td></tr> </table>	CO 1	Prepare effective powerpoint presentations on assigned topics.	CO 2	Give presentations via powerpoint in front of a large (60-70 people) audience.	CO 3	Effectively speak in a group discussion by being part of it.	CO 4	Face personal interviews with confidence and grace.	CO 5	Write business letters like, inquiry, order, complaint/grievance and sales letters.
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For Shri L.P. Raval College of Mass Media & Management Studies

Principal





PROGRAMME OUTCOMES (POs)

COURSE OUTCOMES (COs)

OF

BACHELOR OF ARTS

IN

**MULTIMEDIA AND MASS
COMMUNICATION(B.A.M.M.C)**

For Shri L.P. Raval College of Mass Media
& Management Studies

Principal





Bachelor of Arts in Multimedia and Mass Communication (B.A.M.M.C)

Program Outcomes

Towards the end of the program, the students will be able to:

1. 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 a career in the 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 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.
12. The audio is an inevitable part and effective sound is the sole of audio and audio-video production. The training in sound processing shall help learner to use professional sound in his projects of Photography, Radio and Television as well as Film Communication

For Shri L P Raval College of Mass Media
& Management Studies

Principal



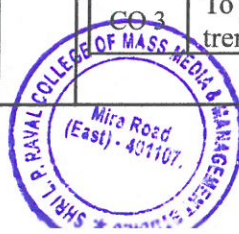


COURSE OUTCOME Bachelor of Arts in Multimedia and Mass Communication (B.A.M.M.C)

FY BAMMC			
Semester I		Semester II	
Sr. No	Subject	Sr. No	Subject
1.	EFFECTIVE COMMUNICATION – I	1.	EFFECTIVE COMMUNICATION SKILLS-II
	CO 1 To make the students aware of functional and operational use of language in media		CO 1 To make the students aware of use of language in media and organization
	CO 2 To equip or enhance students with structural and analytical reading, writing and thinking skills.		CO 2 To equip or enhance students with structural and analytical reading, writing and thinking skills.
	CO 3 To introduce key concepts of communications.		CO 3 To introduce key concepts of communications.
2.	FOUNDATION COURSE – I	2.	FOUNDATION COURSE II
	CO 1 To introduce students to the overview of the Indian Society		CO 1 To introduce students to the overview of the Indian Society.
	CO 2 : To help them understand the constitution of India.		CO 2 To help them understand the constitution of India
	CO 3 To acquaint them with the socio-political problems of India.		CO 3 To acquaint them with the socio-political problems of India
3.	VISUAL COMMUNICATION	3.	CONTENT WRITING
	CO 1 To provide students with tools that would help them visualize and communicate.		CO 1 To provide students with tools that would help them communicate effectively.
	CO 2 Understanding Visual communication as part of Mass Communication. To acquire basic knowledge to be able to carry out a project in the field of visual communication.		CO 2 Understanding crisp writing as part of Mass Communication.
	CO 3 To acquire basic knowledge in theories and languages of Visual Communication. The ability to understand and analyze visual communication from a critical perspective		CO 3 The ability to draw the essence of situations and develop clarity of thought.
4.	FUNDAMENTALS OF MASS COMMUNICATION	4.	INTRODUCTION TO ADVERTISING
	CO 1 To introduce students to the history, evolution and the development of Mass Communication in the world with special reference to India		CO 1 To provide the students with basic understanding of advertising, growth, importance and types.
	CO 2 To understand the development of Mass Communication models. To develop a critical understanding of Mass Media		CO 2 To understand effective advertising campaigns, tools, models etc. To comprehend the role of advertising, various departments, careers and creativity.
	CO 3 To understand the concept of New Media and Media Convergence and its implications.		CO 3 To provide students with various advertising trends, and future.

For Shri L P Raval College of Mass Media & Management Studies

Principal





5.	<p style="text-align: center;">CURRENT AFFAIRS</p> <table border="1"> <tr> <td data-bbox="124 342 220 483">CO 1</td> <td data-bbox="220 342 791 483">To provide learners with overview on current developments in various fields. To generate interest among the learners about burning issues covered in the media</td> </tr> <tr> <td data-bbox="124 483 220 624">CO 2</td> <td data-bbox="220 483 791 624">To equip them with basic understanding of politics, economics, environment and technology so that students can grasp the relevance of related news.</td> </tr> <tr> <td data-bbox="124 624 220 689">CO 3</td> <td data-bbox="220 624 791 689">Twenty minutes of newspaper reading, and discussion is mandatory in every lecture.</td> </tr> </table>	CO 1	To provide learners with overview on current developments in various fields. To generate interest among the learners about burning issues covered in the media	CO 2	To equip them with basic understanding of politics, economics, environment and technology so that students can grasp the relevance of related news.	CO 3	Twenty minutes of newspaper reading, and discussion is mandatory in every lecture.	5.	<p style="text-align: center;">INTRODUCTION TO JOURNALISM</p> <table border="1"> <tr> <td data-bbox="888 342 984 421">CO 1</td> <td data-bbox="984 342 1544 421">To help media students to acquaint themselves with an influential</td> </tr> <tr> <td data-bbox="888 421 984 510">CO 2</td> <td data-bbox="984 421 1544 510">Medium of journalism that holds the key to opinion formation & to create awareness.</td> </tr> </table>	CO 1	To help media students to acquaint themselves with an influential	CO 2	Medium of journalism that holds the key to opinion formation & to create awareness.		
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For Shri L. P. Pawal College of Mass Media & Management Studies

Principal





SY BAMMC

Semester III		Semester IV													
Sr. No	Subject	Sr. No	Subject												
1.	CORPORATE COMMUNICATION AND PUBLIC RELATIONS	1.	WRITING AND EDITING FOR MEDIA												
	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="text-align: center;">CO 1</td> <td>To provide the students with basic understanding of the concepts of corporate communication and public relations.</td> </tr> <tr> <td style="text-align: center;">CO 2</td> <td>To introduce the various elements of corporate communication and consider their roles in managing media organizations .To examine how various elements of corporate communication must be coordinated to communicate effectively in today's competitive world.</td> </tr> <tr> <td style="text-align: center;">CO 3</td> <td>To develop critical understanding of the different practices associated with corporate communication with the latest trends and social media tools</td> </tr> </table>	CO 1	To provide the students with basic understanding of the concepts of corporate communication and public relations.	CO 2	To introduce the various elements of corporate communication and consider their roles in managing media organizations .To examine how various elements of corporate communication must be coordinated to communicate effectively in today's competitive world.	CO 3	To develop critical understanding of the different practices associated with corporate communication with the latest trends and social media tools		<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="text-align: center;">CO 1</td> <td>To provide the students with basic understanding of the concepts of corporate communication and public relations.</td> </tr> <tr> <td style="text-align: center;">CO 2</td> <td>It would help the learner acquire information gathering skills and techniques. The learner will gather knowledge of different news and copy formats along with appropriate style sheets and layout.</td> </tr> <tr> <td style="text-align: center;">CO 3</td> <td>On completion of this course, students will be able to understand similarities and differences in writing for all forms of media including internet and digital.</td> </tr> </table>	CO 1	To provide the students with basic understanding of the concepts of corporate communication and public relations.	CO 2	It would help the learner acquire information gathering skills and techniques. The learner will gather knowledge of different news and copy formats along with appropriate style sheets and layout.	CO 3	On completion of this course, students will be able to understand similarities and differences in writing for all forms of media including internet and digital.
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2.	MEDIA STUDIES	2.	MEDIA LAWS AND ETHICS												
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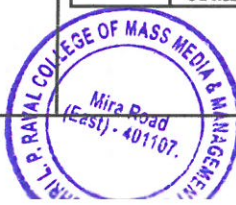
Semester V

Semester VI

Sr. No	Subject	Sr. No	Subject												
1.	COPYWRITING	1.	DIGITAL MEDIA												
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2.	ADVERTISING & MARKETING RESEARCH	2.	ADVERTISING DESIGN												
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3.	BRAND BUILDING	3.	BRAND MANAGEMENT												
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<p>4. AGENCY MANAGEMENT</p> <table border="1"> <tr> <td>CO 1</td> <td>To acquaint the students with concepts, techniques and give experience in the application of concepts for developing an effective advertising campaign.</td> </tr> <tr> <td>CO 2</td> <td>How an ad agency works and what opportunities exist</td> </tr> <tr> <td>CO 3</td> <td>To familiarize students with the different aspects of running an ad agency To inculcate competencies thereby enabling them to undertake professional work with the advertising industry.</td> </tr> </table>	CO 1	To acquaint the students with concepts, techniques and give experience in the application of concepts for developing an effective advertising campaign.	CO 2	How an ad agency works and what opportunities exist	CO 3	To familiarize students with the different aspects of running an ad agency To inculcate competencies thereby enabling them to undertake professional work with the advertising industry.	<p>4. ADVERTISING IN CONTEMPORARY SOCIETY</p> <table border="1"> <tr> <td>CO 1</td> <td>To understand the environment of Advertising in Contemporary Society</td> </tr> <tr> <td>CO 2</td> <td>To understand Liberalization and its impact on the economy and other areas of Indian society</td> </tr> <tr> <td>CO 3</td> <td>To compare and analyse the advertising environment of different countries</td> </tr> </table>	CO 1	To understand the environment of Advertising in Contemporary Society	CO 2	To understand Liberalization and its impact on the economy and other areas of Indian society	CO 3	To compare and analyse the advertising environment of different countries
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For Shri L. P. Raval College of Mass Media & Management Studies

Principal





PROGRAMME OUTCOMES (POs)
COURSE OUTCOMES (COs)
OF
BACHELOR OF SCIENCE
IN
HOSPITALITY STUDIES

For Shri L. P. Rava College of Mass Media
& Management Studies


Principal





Bachelor of Science in Hospitality Studies

Programmes Outcomes

Towards the end of the program, the students of Hospitality Management will be able

1. To achieve skills for guest satisfaction in the Hospitality industry.
2. To achieve skills and knowledge of critical thinking in the Hospitality industry.
3. To achieve leadership skills in the Hospitality industry.
4. To achieve skills of effective communication in the Hospitality industry.
5. To achieve skills of multicultural perspectives in the Hospitality industry.
6. To achieve skills to use knowledge for economic and environmental sustainability.
7. To achieve skills of ability to perform best in tourism like Airline, Cruise, Travel agencies.

For Sri L. B. Raval College of Mass Media
& Management Studies

Principal





COURSE OUTCOME BACHELOR OF SCIENCE IN HOSPITALITY STUDIES

FY B.Sc.HS

Semester I		Semester II	
Sr. No	Subject	Sr. No	Subject
1.	Food Production & Patisserie I	1.	Food Production & Patisserie I
CO 1	Demonstrate a right attitude and the required basic knowledge and technical skills in the art of culinary and the food production department. Appraise Hierarchy of Classical French Culinary Brigade and create a deeper insight on its characteristics and application in real life scenario	CO 1	Demonstrate basic to advanced operational standards of professional kitchen with regards to safety procedure and hygiene
CO 2	Discuss about the origins of cooking and critically evaluate various methods of cooking with its application and uses.	CO 2	Appraise the basic layout of the kitchen and comprehend its importance. Evaluate & discuss various types of fruits, vegetables and ingredients used in the kitchen
CO 3	Develop the technical knowhow on various ingredients, classical French cooking, its Mother Sauces, Foundation Stocks, French Dishes, Desserts, Cakes, Breads and Cookies Practise &. organise the basic Mise-en-place required	CO 3	Develop the skills in preparing various foundation stocks and mother sauces made in French kitchens. Illustrate detailed techniques of menu planning, pastries, pastry creams, chocolates, tea and coffee.
2.	Food & Beverage Service I	2.	Food & Beverage Service I
CO 1	Identify the role of the Food and Beverage Service department and explain its organization structure and importance.	CO 1	Analyse & discuss various types of menus, its origin, and principles and execute various types of services.
CO 2	Prioritize on inculcating the duties and responsibilities of beverage service staff members, and summarise techniques and procedures for responsibly selling and serving cocktails, beer, and wine	CO 2	Prioritise on French Classical Menu and evaluate its accompaniments. Explain cigars, cigarettes and create a deeper sense on various types of tobacco, brand names, country of origin.
CO 3	Discuss various service methods and procedures followed in the department. Appraise how "moments of truth" affect guests, staff members, and managers, and describe the value of guests and staff members to a food service operation	CO 3	Discover the technical and theoretical knowhow on Restaurant Reservation System, KOT, BOT, etc

For Shri L.P. Rayal College of Mass Media & Management Studies

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<p>3. Front Office I</p> <table border="1"> <tr> <td>CO 1</td> <td>Justify and discuss the importance of the Hotel & Tourism Industry for the economy of our country. Define appropriate organization structures and memorise about duties in the Front Office and related departments</td> </tr> <tr> <td>CO 2</td> <td>Focus on preparing guest relations and evaluate the practical aspect with guests. Develop the skills required as an efficient and effective receptionist in any hotel (large or Small) and to handle situations and types of guests in the job.</td> </tr> <tr> <td>CO 3</td> <td>Elaborate on the role of public relations with the hotel industry</td> </tr> </table>	CO 1	Justify and discuss the importance of the Hotel & Tourism Industry for the economy of our country. Define appropriate organization structures and memorise about duties in the Front Office and related departments	CO 2	Focus on preparing guest relations and evaluate the practical aspect with guests. Develop the skills required as an efficient and effective receptionist in any hotel (large or Small) and to handle situations and types of guests in the job.	CO 3	Elaborate on the role of public relations with the hotel industry	<p>3. Front Office I</p> <table border="1"> <tr> <td>CO 1</td> <td>Discuss on Stages of Guest Cycle and evaluate the Process of reservation for a guest as per hotel standards. Explain the Types, Modes and Sources of reservation</td> </tr> <tr> <td>CO 2</td> <td>Demonstrate various formats used during Guest Reservation and Registration, Flow of guest activities taking place.</td> </tr> <tr> <td>CO 3</td> <td>Identify the Procedures for Guest Paging, issuing safety deposit locker and Guest room change, Process for resolving Guest Complaints effectively. Appraise the Importance of processing reservation for hotel and guest.</td> </tr> </table>	CO 1	Discuss on Stages of Guest Cycle and evaluate the Process of reservation for a guest as per hotel standards. Explain the Types, Modes and Sources of reservation	CO 2	Demonstrate various formats used during Guest Reservation and Registration, Flow of guest activities taking place.	CO 3	Identify the Procedures for Guest Paging, issuing safety deposit locker and Guest room change, Process for resolving Guest Complaints effectively. Appraise the Importance of processing reservation for hotel and guest.
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