



Rayat Shikshan Sanstha's

Mahatma Phule Mahavidyalaya, Pimpri, Pune

Reaccredited with 'A' Grade by NAAC/ DST-FIST funded /An ISO 9001:2015 Certified College

Affiliated to Savitribai Phule Pune University, Pune (PU/PN/ACS/053)

Mass Communication B.Voc

Course outcomes (Semester-wise)

Name of the Department	Class	Course Name	Course Outcome
B.Voc (Semester I)	First Year	Introduction to Mass Communication MC 101	1.Understand Meaning and Need of Mass Communication 2. Gain the knowledge of mass Communication field and understand the functioning of Mass media. 3. Understanding the process of communication, including different forms, levels and barriers. 4. Knowledge about communication models and its application 5. Understanding Media Systems and Communication Theories 6. Learning about the wide array of communication from folk media to Social media.
	First Year	Introduction to Media MC102	1. Gain the understanding of the traditional Media. 2. Understanding the electronic and web media and inculcate the knowledge of growth of print, electronic Media and Films. 3. To understand the working pattern of electronic media platform. 4. To create understanding of electronic media content creation 5. Gain the understanding of the New Media. 6. To understand the media Organization structure.
	First Year	Basics of Visual Communication	1 Develop the knowledge of basic elements of visual Communication through Which create

		MC103	<p>scenes of Visual Communication.</p> <ol style="list-style-type: none"> 2 Students will be able to articulate the fundamental elements and principals of formalist design that enable a visual message to meaningfully engage an audience. 3 Students will be able to conceive a visually unified and balanced design using various two and three-dimensional media that communicates a clear message to an audience. 4 Students will be able to articulate the fundamental elements and principals of formalist design that enable a visual message to meaningfully engage an audience. 5 Students will be able to articulate the role of visual communication within society, and implement the creative process to solve diverse visual communication problems
	First Year	Communication and Soft Skills MC 104	<ol style="list-style-type: none"> 1. To strengthen oral communication skills in 2. Hindi 3. Regional Language 4. English 5. Develop the knowledge of written in Hindi/ English/Regional Language. 6. To impart knowledge about the elements of effective communication skills. 7. To inculcate the knowledge of employment communication about job interview.
	First Year	Computer Application MC105	<ol style="list-style-type: none"> 1. To learn about Computer. 2. To understand Software and Operating System. 3. To understand IT Communication. 4. To learn about Office Automation Package. 5. .To learn about Document, creation, manipulation and storage of Chart and Slide Show Package

			6. Gain an understanding of Software's and Operating System to learn Computer to strengthen in IT skill
	First Year	Basic Photography MC106	<ol style="list-style-type: none"> 1. To learn and earn throw photography. 2. Develop a sense to operate Professional camera in advance Audio- Video Field. 3. Understand the mechanism of DSLR Camera. 4. To learn about different camera lenses and their creative usage in photography 5. Understanding about photographic basic framing. 6. Learn the indoor and outdoor photography

Name of the Department	Class	Course Name	Course Outcome
B.Voc (Semester II)	First Year	Social issue and Idea (Mc 201)	<ol style="list-style-type: none"> 1. Understand the sociological concept and theories 2. Understand the importance of sociology 3. Create understanding of the human society 4. To develop the knowledge of Indian culture and Society 5. Inculcate the knowledge of current socio-cultural issues.
B.Voc (Semester II)	First Year	Introduction To journalism (Mc 202)	<ol style="list-style-type: none"> 1. Introduce students to the basics of journalism. 2. Inculcate the knowledge of elements of journalism. 3. Acquaint them with important aspects of the process of Journalism. 4. Develop the knowledge of skills of journalism.

			<ol style="list-style-type: none"> 5. Enhance understanding of the technical terms and jargons of Journalism. 6. To understand the theory, methods, and practice of gathering information and writing news.
	First Year	Language skills (MC 203)	<ol style="list-style-type: none"> 1. Improved language skills. 2. Corporate languages and skill. 3. Stages of languages skills. Develop Career base skill 4. Learn the vocabulary 5. Principles of organizing & developing a paragraph, Topic sentence, Argument-Counter argument.
	First Year	Advance photography and Photojournalism (MC 204)	<ol style="list-style-type: none"> 1. Photography hardware and software with equipments specific. 2. Prepare photo journalist. Encourage self employment. 3. Encourage creative skills. 4. Develop interest in photo journalism knowledge about photography and lighting. 5. Developed a skill in the photo editing.
	First Year	Design and Graphics (Mc 205)	<ol style="list-style-type: none"> 1. Introduction to graphics design. 2. Learn Graphics and graphics related software's. 3. Logo branding and graphics industry how it work? 4. How graphics and entertainment industry co related with each other and their details.
	First Year	Experimental Journal (Mc 206)	<ol style="list-style-type: none"> 1. Understand basics of news writing. 2. To understand the theory, methods, and practice of gathering information and

			<p>writing news.</p> <ol style="list-style-type: none"> To understand different writing techniques. To develop the knowledge of web writing. To inculcate the knowledge of news and backgrounder.
B.Voc (Semester III)	Second Year	Introduction to Mass communication theory (MC 301)	<ol style="list-style-type: none"> Impart basic concepts meaning and models of mass communication Make students aware about problems and issues of the mass communication. Inculcate knowledge of communication and relations with media and society. Know the functioning of media in mass communication coverage. Understanding the India and its problems with mass communication theory.
	Second Year	Introduction to television (MC 302)	<ol style="list-style-type: none"> Impart basic concepts of Television and its development. Aware importance of television in media. Encourage graduates for self employability. Inculcate knowledge of economy of television media. Knowledge of the functioning of television channel, agencies, production house etc. Develops skills to write and direct the Television Shows.
	Second Year	Indian political System (MC 303)	<ol style="list-style-type: none"> Create understanding of the world in historical and contemporary context. To create understanding of the world politics and economics. Impart knowledge of writing on global issues.

			<ol style="list-style-type: none"> 4. Inculcate the knowledge of international important developments. 5. Develop the knowledge of India's foreign policy.
	Second Year	Basic of Videography (MC 304)	<ol style="list-style-type: none"> 1. Learn and earn through videography. 2. To understand operation of video camera. 3. Learn to operate various camera equipments during the shooting. 4. Learn and work about various types of videography and its related terminology. 5. Learn the three point lighting for videography and its creative usage. 6. Understanding the various lenses and its creative use in the shooting.
	Second Year	Video Editing (MC 305)	<ol style="list-style-type: none"> 1. Familiarize the students with the basics of editing. 2. Understand the process of online form and offline editing. 3. How to earn through editing. 4. Inculcate the knowledge of dummy, printing and layout. 5. Develop the knowledge of edit. 6. Relation of VFX, sound and edit.
	Second Year	Broadcast journalism (MC 306)	<ol style="list-style-type: none"> 1. Understand Television journalism while practicing in the studios how to handle and use various television gadgets. 2. Students will understand new trends in television journalism. 3. Introduce student's techniques and skills for presentation, anchoring for television programme production. 4. Students will know the procedure and techniques of different programme formats of television news and news based programme such as Field Report, Special Report, Election Report, Ground Report and walk and talk programme.

			<ol style="list-style-type: none"> Students will acquire skills and learn to use different software's for editing television Programmes.
B.Voc (Semester Iv)	Second Year	Radio Programming (MC 401)	<ol style="list-style-type: none"> Understand radio journalism while practicing in the studios how to handle and use various radio instrument and the mixers. Engage students in new trends in radio journalism Introduce students to the presentation, interviewing skills for new online radio. Visit radio commercial radio studios Acquaint students with the real world of radio production and transmission. To learn about Radio Production and Programming.
	Second Year	Brand management (MC 402)	<ol style="list-style-type: none"> Understand the brand. Brand concept in media. How and why brand marketing exists. Various types of brands and their structure and study. To understand the Product. To learn about Brand Value & Management
	Second Year	Public Relation (MC 403)	<ol style="list-style-type: none"> Provide knowledge about the definitions and concepts of public relations, publicity, propaganda, advertising and e-PR. To know the difference between public relations and corporate communications, public relations and advertising, public relations and propaganda, public relations and publicity ,propaganda and publicity. To understand the basic tools of public relations. Impart the fundamentals of public relations writings. learn the ethics and laws of public

			relations
	Second Year	Film appreciation (MC 404)	<ol style="list-style-type: none"> 1. Understand the film language. 2. Understand the making of films. 3. Understand the various aspect of film. 4. Understand the film Theory 5. Understanding the film movement in India (parallel cinema) 6. Understanding about regional films in India.
	Second Year	Digital media and marketing (MC 405)	<ol style="list-style-type: none"> 1. Provide knowledge about the definitions and concepts of Digital media concept 2. To know the difference between Digital media and other media. 3. Understand the basic tools of digital media. 4. Impart the fundamentals of digital media and marketing career options.
	Second Year	Audio production (MC 406)	<ol style="list-style-type: none"> 1. Introduction to Audio production 2. Learns various aspects about sound recording sync sound and non sync. 3. Learn various software audio production 4. Film and audio relations 5. How audio and entertainment industry co related with each other and their details. (film project) 6. Learn about dubbing for films in sound studio.
B.Voc (Semester V)	Third Year	Media Research (MC 501)	<ol style="list-style-type: none"> 1. Impart the definitions and basic concepts of research, communication research, media research, social research and difference between communication

			<p>research, media research and social research.</p> <ol style="list-style-type: none"> 2. Understand the need, role, importance functions and ethics of research. 3. Know the elements of research. 4. Learn the types of research. 5. Impart the knowledge of basics of statistics and media metrics. 6. Students would be able to identify, and choose different approaches to mass communication research
	Third Year	Script writing (MC 502)	<ol style="list-style-type: none"> 1. Introduction to script writing. 2. Learn the scripting structure and elements in the fiction and nonfiction form. 3. Various types of scripts study. 4. Writing project scripts. 5. Learn the script writing software. 6. Learn how register the final draft and pitch the script to Production houses.
	Third Year	Basic Advertising (MC 503)	<ol style="list-style-type: none"> 1. Impart basic concepts of advertising and its development. 2. Aware importance of advertising in media. 3. Encourage graduates for self employability. 4. Inculcate knowledge of economy of media. 5. Knowledge of the functioning of advertising agencies. 6. Learn the craft of Advertisement making And create Advertising for various products.
	Third Year	Research seminar(MC 504)	<ol style="list-style-type: none"> 1. Practical about research study. 2. To understand the importance of Research, to study Research in Media, to

			<p>go through the Research process.</p> <ol style="list-style-type: none"> 3. Define a research problem or research question. 4. To understand the importance of Research paper, Article presentation. 5. Build a scientific argument. 6. Present and discuss own work.
	Third Year	Video production (MC 505)	<ol style="list-style-type: none"> 1. Understand about various audio – video format 2. Learn about Production design 3. Role of Pre Production in shooting 4. Role of Production in shooting 5. Role of Post production 6. Learn the Formation of team delivering the Audio – video Product.
	Third Year	Internship (MC 506)	Internship Period – Any media production house.
B.Voc (Semester V)	Third year	Media management - Laws and ethics (MC 601)	<ol style="list-style-type: none"> 1. Have an understanding of Indian Constitution. 2. Shall get aware of legal aspects of the media and its values. 3. Shall have an overview of recent changes and future challenges of media regulation 4. Shall have understanding of media ethics. 5. Shall know how media laws and ethics empower media practitioners to perform their duties with commitment. 6. Students will know the Codes of ethics of news papers, television and Press Council of India

	Third Year	Current Affair (MC 602)	<ol style="list-style-type: none"> 1. Impart the extensive knowledge about general knowledge, general awareness and contemporary activities at local, regional, national and international level about socio – economic issues. 2. Develop the extensive knowledge about general knowledge, general awareness and contemporary activities at local, regional, national and international level about political issues. 3. To inculcate the extensive knowledge about general knowledge, general awareness and contemporary activities at local, regional, national and international level about educational and cultural issues. 4. To impart the extensive knowledge about general knowledge, general awareness and contemporary activities at local, regional, national and international level about religious and spiritual issues. 5. To develop the extensive knowledge about general knowledge, general awareness and contemporary activities at local, regional, national and international level about media related issues. 6. Compare the contents of different newspaper and write news story.
	Third Year	Media Culture & Society (MC 603)	<ol style="list-style-type: none"> 1. Acquaint students with the glorious journey of media culture. 2. To enhance understanding of the origin of the traditional print, electronic and web media with local and relevant culture 3. To inculcate the knowledge of growth of print, electronic and cinema. And media culture. 4. Inculcate knowledge of development communication and relations with media and society. 5. Know the functioning of media in

			development coverage. 6. Understanding the rural India and its problems.
	Third Year	Projects	And 3 project – which are the practicals.
		MC 604 Vocational Project -1	(Short Film or Documentary) Group Activity <ol style="list-style-type: none"> 1. At the end of the session the student will be able to do research, storytelling process. 2. Students will be able to record video as per the concept of Short film 3. At the end of the session the student will be able to do Story development, Interviewing. 4. After completing the programme will be able to make fiction film and documentary film. 5. At the Completion of the Project the student will be able to Production Design. 6. At the end of the session the student will be able to capture a drama.
		MC 605 Vocational Project -2	(Mini-Dissertation) Individual Activity <ol style="list-style-type: none"> 1. Student would gain conceptual knowledge of communication research. 2. Students would be able to finalize research design, and use various research tools to conduct research. 3. Students would be able to conduct survey(s), use sampling techniques, and conduct quantitative research.. 4. Students get clarity on the research tools and techniques during this course as they themselves design it under the guidance of their guide. 5. Students do their Dissertation under the guidance of media academicians or practitioners who help them in relating the theoretical skills of research to practical field research.

			<p>6. This course also provides them further direction to work in the given media platform pertaining to the development issues they might come across.</p>
		<p>MC 606 Vocational Project -3</p>	<p>Vocational Project -3 (In-depth Report Writing) Individual Activity</p> <ol style="list-style-type: none"> 1. Student will able to cover and write balanced reports through objectivity, accuracy, and brevity and understand the duties and qualities of a responsible reporter. 2. Student will able to demonstrate an awareness of journalism as an ethical practice. 3. Student will able to demonstrate preparation for an entry-level position in the profession through a portfolio exhibiting their work. 4. Student will able to familiar news organization structure and work in print media and new media. 5. Student will able to work in the broadcast industry. 6. Student will able to work in the Public relation sector