

Bachelor of Commerce (Accounting & Finance)

Degree Duration: 3 Years (6 Semesters)

Intake Capacity: 60

The program of BMM, now known as BAMMC is a three years interdisciplinary program to develop relationship between Media, culture and society, through critical thinking, writing skills and oral communication skills. A professional course of 3 years which helps students to make their careers in Advertising industry, journalism, Public Relations, Entertainment Industry, OTT platforms, social media platforms etc. The curriculum is designed so professionally that it helps develop among students creative, cinematic and organizational ability. The students would learn Mass media as a dynamic concept with its applicability to economics, political social, and international scenarios.

The department conducts various seminars, guest lectures, career development program along with Photography competition, short film competition, film festivals, practical exposure to students in various aspects of their curriculum. Along with this student can be an active part of practical training given to them in theatre, post production activities, Interdisciplinary activities conducted with various other departments. The Department actively focuses on curriculum and skill development and leadership development programs for students by giving them value added courses, certificate courses, skill development courses (soft skill), written skill development courses etc.

Eligibility:

(a) A candidate for being eligible for admission to the Bachelors of Arts multimedia and mass communication degree course shall have passed XII std. Examination of the Maharashtra Board of Higher Secondary Education or its equivalent and secured not less than 45% marks in aggregate at first attempt (40% in case of reserved category).

(b) Every candidate admitted to the degree course in the constituent/affiliated college/recognized institution, conducting the course, shall have to register himself/herself with the University.

Admission will be on merit, based on order of preference as follows:

1. Aggregate Marks at H.S.C. or equivalent.
2. Secured not less than 45% marks in aggregate at first attempt (40% in case of reserved category students)

BAMMC Syllabus

Semester I		Semester II	
BAMMEC- 101	Effective Communication I	BAMMEC-201	Effective Communication II
BAMMFC-102	Foundation Course I	BAMMFC- 202	Foundation Course II
BAMMVC- 103	Visual Communication	BAMMCW-203	Content Writing
BAMMFMC-104	Fundamentals of Mass Communication	BAMMID-204	Introduction to Advertising
BAMMCA- 105	Current Affairs	BAMMIJ-205	Introduction to Journalism
BAMMHM- 106	History of Media	BAMMMGC- 206	Gender, Culture & Media
Semester III		Semester IV	

BAMMC EM 3011	Electronic Media - I	BAMMC EM 4011	Electronic Media - II
BAMMC TMC -3012	Theatre & Mass Communication- I	BAMMC TMC -4012	Theatre & Mass Communication- II
BAMMC RPP-3013	Radio Program Production - I	BAMMC RPP-4013	Radio Program Production - II
BAMMC MG-3014	Motion Graphics & Visual Effects - I	BAMMC MG-4014	Motion Graphics & Visual Effects - II
BAMMC CCRP -302	Corporate Communication & Public Relations	BAMMC WEM-402	Writing & Editing for Media
BAMMC MS -303	Media Studies	BAMMC MLE -403	Media Laws & Ethics
BAMMC IP -304	Introduction to Photography	BAMMC MMR -404	Mass Media Research
BAMMC FCO -305	Film Communication - I	BAMMC FCO -405	Film Communication - II
BAMMC CMM -306	Computers & Multimedia - I	BAMMC CMM -406	Computers & Multimedia - II

Semester V		Semester VI	
BAMMC DRG-501	Reporting	BAMMC DRG-601	Digital Media
BAMMC DRG-502	Investigative Journalism	BAMMC DRG-602	Newspaper & Magazine Design (Project)
BAMMC EJFW 1B501	Features & Writing for Social Justice	BAMMC EJCI-2B601	Contemporary Issues
BAMMC EJWS-1B502	Writing & Editing Skills	BAMMC EJLJ-3B602	Lifestyle Journalism
BAMMC EJGM-1B503	Global Media & Conflict Resolution	BAMMC EJPT-2B603	Photo & Travel Journalism
BAMMC EJBF-1B504	Business & Financial Journalism	BAMMC EJMJ-2B604	Magazine Journalism
BAMMC EJMJ -1B505	Mobile Journalism & New Media	BAMMC EJSJ-2B605	Sports Journalism
BAMMC EJNM-1B506	News Media Management	BAMMC EJCR-2B606	Crime Reporting
BAMMC EJJP -1B507	Journalism & Public Opinion	BAMMC EJFNF-2B607	Fake News & Fact Checking
BAMMC EJML-1B508	Media Laws & Ethics	BAMMC EJ TJ-2B608	Television Journalism

ADVERTISING

Semester V		Semester VI	
BAMMC DRGA - 501	Copy Writing	BAMMC DRGA-601	Digital Media
BAMMC DRGA - 502	Advertising & Marketing Research	BAMMC DRGA-601	Advertising Design

BAMMC EAGI -1501	Globalization & International Advertising	BAMMC EAAC 2601	Advertising in Contemporary Society
BAMMC EABB -1502	Brand Building	BAMMC EABM 2602	Brand Management
BAMMC EAAM -1503	Agency Management	BAMMC EAMP 2603	Media Planning & Buying
BAMMC EAAP -1504	Account Planning & Advertising	BAMMC EAAS 2604	Advertising & Sales Promotion
BAMMC EASM -1505	Social Media Marketing	BAMMC EARM 2605	Rural Marketing & Advertising
BAMMC EADM -1506	Direct Marketing & E- Commerce	BAMMC EARE 2606	Retailing & Merchandising
BAMMC EACB -1507	Consumer Behaviour	BAMMC EAEM 2607	Entertainment & Media Marketing
BAMMC EADF -1508	Documentary & Ad Film Making	BAMMC EATP 2608	Television Program Production

Career Options after Bachelor of Arts in Multimedia and Mass Communication (BAMMC)

With the expansion and growth of media, the career opportunities for Mass Media students has increased manifold. This course gives an in-depth understanding of various facets of media and prepares students for a career in the media field. BAMMC is one of the most diverse courses in terms of employment opportunities for graduates. Some of the career opportunities that are available after completing BAMMC course are:

1. Journalist
2. Radio jockey
3. Advertising professional
4. Public relations manager
5. Event manager
6. Digital communications expert
7. Photographer
8. Film maker
9. Corporate communication manager
10. Editor
11. Sound engineer
12. Screenwriter
13. Illustrator