



# DEVI AHILYA VISHWAVIDYALAYA, INDORE

## Educational Multimedia Research Centre

### 1.1.1

### Program outcome and course outcome



# M.B.A. (Media Management)

## Program specific outcomes

At the end of the program learners will be able to:

1. Analyse and understand the environment of various organizations and use the tools and techniques to be used in the performance of the managerial job.
2. Utilize Communication in general and Mass Communication in particular in spreading messages through society
3. Critically appreciate and discuss the cultural and social role of the media while understanding the political/democratical potential of mass media and recognising the cultural and moral responsibility of media.
4. Implement planning, designing and management in the production of video programmes.
5. Understand the various characteristics of sound and differentiate between the various styles of audio production.
6. Understand the major cause of problems in their family, society and nation & utilize their knowledge in their disciplines.
7. Create advertisements for various media, whether print, TV, radio, multimedia, online, etc. and undertake research to test the effectiveness of advertisements.
8. Understand how the various laws in India apply on the functioning of the media in the country and how ethics practiced in different media differ from each other.
9. Use tools to create and manage digital content, terrestrial and satellite transmission protocols.
10. Analyse and calculate the basic characteristics of digital, terrestrial and satellite broadcasting through appropriate simulation tools.
11. Analyse and discuss human drives, needs and various motivation theories.
12. Identify and discuss the mechanisms behind effective team dynamics.
13. Understand how Media Organizations function
14. Know the different types of camera operations and movements
15. Use a variety of lighting instruments, lighting support, grip, and equipment to demonstrate their skills in lighting for location and studio work.
16. Acquire the complete skills of video editing & Supervise post production work.
17. Conduct research in the area of Media and Communication.
18. Suggest appropriate media mix
19. Organize and plan a wide range of events, including corporate marketing events, conferences, fundraisers and art or social events.
20. Start their own event management companies.
21. Create and publish digital posts and digital promotions.
22. Operate the tools of Photoshop and Toon Boom Studio and use the softwares in image editing and graphic animation.
23. Acquire the basic skills required to be a photographer in terms of knowledge of different photography camera, use of lights/lenses, crafting creative compositions, technical jargons used in photography.
24. Handle camera, write script, create graphics, present and edit news bulletins for radio, TV and online news sources.
25. Undertake planning, designing and management of TV/video programme production.
26. Apply techniques of financial management for business decision making.
27. Develop a customer-oriented approach towards marketing and apply marketing concepts with reference to the Electronic Media Industry.
28. Evaluate organizational strategies, structures and strategy implementation and Generate effective solutions to problems of organizational performance
29. Use theories and concepts of corporate communication and public relations to develop corporate communication strategies, taking into account the corporate identity, vision and values
30. Demonstrate effective and integrative team-work
31. Understand the economics and marketing of media production and use them in media production.

32. Develop the knowledge, skills and concepts needed to resolve actual human resource management problems or issues.
33. Identify the human resources needs of an organization or department.
34. Assess training requirements and design a successful orientation and training program.

## **Course outcomes**

### **FUNDAMENTALS OF MANAGEMENT**

At the end of the course learners will be able to:

- i). Understand the functions and responsibilities of a manager.
- ii). Learnt the tools and techniques to be used in the performance of the managerial job.
- iii). Analyse and understand the environment of various organizations.

### **FUNDAMENTALS OF COMMUNICATION AND MEDIA**

At the end of the course learners will be able to:

- i). Understand the various concepts and theories of Mass Communication.
- ii). Differentiate between various approaches, processes and components of communication.
- iii). Utilize Communication in general and Mass Communication in particular in spreading messages through society.

### **ELECTRONIC MEDIA AND SOCIETY**

At the end of the course learners will have:

- i). An understanding of the role of communication and the media in the shaping and development of culture and society
- ii). An understanding of the role of the media in the lives of individuals
- iii). an awareness of the relationship between the media and various social problems and aspects of society, skills and capacities
- iv). An ability to critically appreciate and discuss the cultural and social role of the media
- v). An understanding for the political/democratical potential of mass media and recognise the cultural and moral responsibility of media.

### **MEDIA ORGANIZATION & BEHAVIOUR**

At the end of the course learners will be able to:

- i). Understand how Media Organizations function
- ii). Analyse human behavior, personality, values and ethics across media.
- iii). Identify and interpret elements of perception, emotions, moods, attitudes and stress across media.
- iv). Analyse and discuss human drives, needs and various motivation theories.
- v). Identify and discuss the mechanisms behind effective team dynamics.
- vi). Discuss elements of effective leadership, decision-making, goal setting and feedback mechanisms.
- vii). Discuss power as well as conflict and conflict management across media.
- viii). Discuss culture.

### **HUMAN VALUES & ETHICS**

At the end of the course learners will be able to:

- i). Verify on the basis of natural acceptance and experiential validation through living is the only way to verify right or wrong.
- ii). Able to see that whether their practice in living is in harmony with their natural acceptance most of the time or not.
- iii). Understand the major cause of problems in their family, society and nation.
- iv). Utilize their knowledge in their disciplines.

- v). Make use of their understanding for a happy and prosperous society.

## **MEDIA LAW & ETHICS**

At the end of the course learners will be able to:

- i). Understand how the various laws in India apply on the functioning of the media in the country.
- ii). Know about ethical practices in various streams of media in India.
- iii). Understand how ethics practiced in different media differ from each other.
- iv). Distinguish between some of the basic laws that apply on the various media.

## **WRITING FOR ELECTRONIC MEDIA**

At the end of the course learners will be able to:

- i). Understand the qualities required in a TV/Video Producer.
- ii). Know about the various formats of video programmes.
- iii). Comprehend the basic techniques of video production.
- iv). Implement planning, designing and management in the production of video programmes.

## **AUDIO PRODUCTION MANAGEMENT**

At the end of the course learners will be able to:

- i). Understand the various characteristics of sound.
- ii). Differentiate between the various styles of audio production.

## **GRAPHICS AND ANIMATION**

At the end of the course learners will be able to operate the tools of Photoshop and Toon Boom Studio and use these software in image editing and graphic animation.

## **BASIC PHOTOGRAPHY**

At the end of the course learners will acquire the basic skills required to be a photographer in terms of knowledge of different photography camera, use of lights/lenses, crafting creative compositions, technical jargons used in photography.

## **BROADCAST TECHNOLOGY MANAGEMENT**

At the end of the course learners will be able to:

- i). Know, understand and explain the operation and hierarchical organisation or radio & TV broadcasting systems.
- ii). Use tools to create and manage digital content, terrestrial and satellite transmission protocols.
- iii). Analyse and calculate the basic characteristics of digital, terrestrial and satellite broadcasting through appropriate simulation tools.

## **BASIC VIDEOGRAPHY & LIGHTING**

At the end of the course learners will be able to:

- i). Understand the basic concepts of handling the video camera.
- ii). Know the different types of camera operations and movements.
- iii). Understand the techniques of camera lens controls
- iv). Understand and use different types of lighting techniques.
- v). Use a variety of lighting instruments, lighting support, grip, and equipment to demonstrate their skills in lighting for location and studio work.

## **VIDEO EDITING AND COMPOSITING**

At the end of the course learners will be able to:

- i). Know and recall the basic elements and grammar of edit.
- ii). Identify various hardware & software usage in the process of video editing.
- iii). Edit through Insert and Assemble mode using time code.
- iv). Acquire the complete skills of video editing.
- v). Understand TCR/Cue sheet/log record and transcribe it shot by shot.
- vi). Supervise the post production work.

## **DIGITAL MARKETING & NEW MEDIA PRODUCTION**

At the end of the course learners will be able to:

- Establish and maintain the digital asset for a business
- Start Entrepreneurial projects of Digital nature
- Work as a Digital Media/ Social Media Manager

## **BROADCAST JOURNALISM**

At the end of the course learners will be able to:

- i). Create News Bulletins for Radio and TV.
- ii). Create and publish news for online news sources.
- iii). Handle camera, write script, create graphics, present and edit news bulletins for radio, TV and online news sources.

## **DIRECTION AND PRODUCTION FOR TELEVISION**

At the end of the course learners will be able to:

- i). Understand the qualities required in them to become TV/Video Producers.
- ii). Differentiate between the different formats for video programmes.
- iii). Know the basic techniques of video production.
- iv). Undertake planning, designing and management of producing video programmes.

## **MEDIA RESEARCH**

At the end of the course learners will be able to:

- i). Differentiate between the different aspects of Media research in video production
- ii). Understand Media research methodology and commonly used statistics.
- iii). Conduct research in the area of Media and Communication.

## **ADVERTISING MANAGEMENT**

At the end of the course learners will be able to:

- i). Function as advertising managers with advertising agencies
- ii). Create advertisements for various media, whether print, TV, radio, multimedia, online, etc.
- iii). Undertake research to test the effectiveness of advertisements.

## **MEDIA PLANNING**

At the end of the course learners will be able to:

- i). Design a media brief
- iii). Create budgets
- iv). Conduct audience research
- v). Suggest appropriate media mix

## **EVENT MANAGEMENT**

At the end of the course learners will be able to:

- i). Organize and plan a wide range of events, including corporate marketing events, conferences, fundraisers and art or social events.
- ii). Tackle all aspects of events and event management like choosing a theme, budget, venue, catering and security in order to reach their target audience.
- iii). Get an opportunity to work with major corporate houses which have event management cells to handle their in-house events.
- iv). Form their own event management companies.

## **FINANCIAL MANAGEMENT**

At the end of the course learners will be acquainted with the techniques of financial management and their applications for business decision making.

## **MEDIA MARKETING MANAGEMENT**

At the end of the course learners will be able to:

- i). Develop a customer-oriented approach towards marketing.
- ii). Apply marketing concepts with reference to the Electronic Media Industry.

## **BUSINESS STRATEGY & FINANCE**

At the end of the course learners will be able to:

- i). Describe the factors of the macro- and micro-environment of a business
- ii). Explain and analyze basic forces that determine the competitiveness of industry
- iii). Distinguish basic types of strategies and analyze their characteristics
- iv). Generate effective solutions to problems of organizational performance
- v). Independently assess and/or predict business performance based on the detailed analysis of a specific problem, case, or company
- vi). Use methodologies to assess a company's strategic choices
- vii). Evaluate organizational strategies, structures and strategy implementation

## **PUBLIC RELATIONS & CORPORATE COMMUNICATION**

At the end of the course learners will be able to:

- i). Have a basic understanding of what corporate communication is, what its role in corporations is, and the different perspectives on corporate communication
- ii). Understand key theories of corporate communication and public relations (e.g. stakeholder theory)
- iii). Use theories and concepts of corporate communication and public relations to develop corporate communication strategies, taking into account the corporate identity, vision and values
- iv). Present their findings verbally and in writing
- v). Apply theories and concepts of corporate communication to real-life corporations
- vi). Demonstrate effective oral presentation skills
- vii). Demonstrate effective and integrative team-work

## **MEDIA ECONOMICS**

At the end of the course learners will be able to:

- i). Familiarize with the concepts of economics being used in media.
- ii). Understand the economics of Media production.
- iii). Understand the marketing of Media production.
- iv). Familiarize with relationship of media economics with public policy.
- v). Analyze the new trends in media industries and the driving forces underlying these new trends.
- vi). Understand the business model of multi-platform media companies.
- vii). Analyze the development of social media industries and its influence on media economy.

## **HUMAN RESOURCE MANAGEMENT**

At the end of the course learners will be able to:

- (i) Develop the knowledge, skills and concepts needed to resolve actual human resource management problems or issues.
- (ii) Manage the employment relationship, which is a shared responsibility between employers, management, human resources specialists, and employees. Investigate how HRM is responding to current business trends, opportunities, and challenges.
- (iii) Identify the human resources needs of an organization or department.
- (iv) Conduct a job analysis and produce a job description from the job analysis.
- (v) Evaluate the procedures and practices used for recruiting and selecting suitable employees.
- (vi) Assess training requirements and design a successful orientation and training program.

- (vii) Discuss workplace health and safety programs and the roles of the employer and the employee in enforcing health and safety policies and procedures.
- (viii) Explain the responsibilities of management, HRM specialists, managers, and employees in managing the employment relationship in a unionized or a non-unionized environment.

### **MEDIA RESEARCH - DISSERTATION**

At the end of the course learners will be able to:

- i). Identify and formulate research problem
- ii). Understand research methodology
- iii). Conduct research
- iv). Analyze data
- v). Present research

### **INTERNSHIP**

At the end of the course learners will be able to:

- i). Function in the industry of their choice.
- ii). Get practical experience and direct knowledge in an on-the-job situation;
- iii). Work with professionals and receive professional guidance;
- iv). Get an opportunity for a job.

# **M.Sc. (Electronic Media)**

## **Program Specific Outcomes**

At the end of the programme learners will be able to:

1. Apply English language in writing.
2. Understand the English language, its usage and literature insights
3. Develop an in depth understanding of various aspects of Hindi Literature
4. Effectively communicate in Hindi
5. Effectively write in Hindi for the various media.
6. Develop effective communication skills
7. Critically appreciate the cultural and social role of the media, understand the political/democratic potential of mass media and recognize the cultural and moral responsibility of the media.
8. Understand media psychology & the ethical implications of media and technology
9. Create advertisements for various media, whether print, TV, radio, multimedia, online, etc., and undertake research to test their effectiveness.
10. Identify various electronic components and make cables, rectifiers, circuits, etc.
11. Apply sound and video engineering technologies for AV production and demonstrate independent, imaginative and creative approaches to problem solving in the field of sound and video engineering
12. Perform multi-track audio recording and editing, synthesizing narration, dialog, music, and sound effects in audio editing
13. Use Digital Audio Workstations (DAW) such as ProTools, Nuendo, etc. to create audio programmes.
14. Understand the theoretical framework of theatre and its various parameters
15. Apply acting, directing, design, and playwriting principles and techniques of theatre
16. Create screenplays & build characters through meaningful dialogues
17. Acquire the basic skills required to be a photographer in terms of knowledge of different photography camera, use of lights/lenses, crafting creative compositions, technical used in photography.
18. Equipped with camera handling and lighting techniques
19. Effectively use the various tools of desktop publishing to create materials required.
20. Design logos, Advertising, Brochures, Print Posters.
21. Understand the differences between the radio & TV industries & distinguish between the various professions that exist in both industries
22. Plan & Execute video production of programmes of various formats.
23. Understand the characteristics of various recording surfaces and use different types of storage media
24. Evaluate media aesthetics and produce media content (print or electronic) that is in line with the concepts of aesthetics
25. Watch and analyze movies based on literature.
26. Read, analyze film and appreciate cinema in an academic way.
27. Understand the programming patterns of television channels, analyze shows content and compare it with their TRP.
28. Understand the relationship between media and politics and appreciate the role of social media in creating public opinion.
29. Craft various types of news items for the Print Media and design the page layout of a newspaper.



30. Write, shoot, edit and package news for the broadcast media, undertaking team work and coordinating with other members of the team to ensure the production of a quality product at the end of the process.
31. Understand how the various laws in India apply on the functioning of the media in the country and how ethics practiced in different media differ from each other.
32. Create digital media campaigns and content communication strategies.
33. Shoot, record the audio for, create graphics/animation, edit documentaries, music videos & short films
34. Operate Maya software and use this software to create 3D models.
35. Create animations in After Effects
36. Identify sectors where presentation skills are required in the media industry and take advantage of them as employment opportunities.
37. Analyse and discuss human drives, needs and various motivation theories.
38. Identify and discuss the mechanisms behind effective team dynamics.
39. Understand how Media Organizations function
40. Acquire the complete skills of video editing & Supervise post production work.
41. Conduct research in the area of Media and Communication.
42. Suggest appropriate media mix
43. Organize and plan a wide range of events, including corporate marketing events, conferences, fundraisers and art or social events.
44. Start their own event management companies.
45. Create and publish digital posts and digital promotions.
46. Undertake planning, designing and management of TV/video programme production.
47. Apply techniques of financial management for business decision making.
48. Develop a customer-oriented approach towards marketing and apply marketing concepts with reference to the Electronic Media Industry.
49. Evaluate organizational strategies, structures and strategy implementation and Generate effective solutions to problems of organizational performance
50. Use theories and concepts of corporate communication and public relations to develop corporate communication strategies, taking into account the corporate identity, vision and values
51. Demonstrate effective and integrative team-work
52. Understand the economics and marketing of Media production and use them in media production.
53. Develop the knowledge, skills and concepts needed to resolve actual human resource management problems or issues.
54. Identify the human resources needs of an organization or department.
55. Assess training requirements and design a successful orientation and training program.

## **Course Outcomes**

### **COMMUNICATIVE SKILLS (ENGLISH)**

At the end of the course learners will be able to:

- i). Apply English language in writing.
- ii). Understand the English language, its usage and literature insights.

### **COMMUNICATIVE SKILLS (HINDI)**

पाठ्यक्रम पूरा होने पर छात्र :-

- i). हिंदी संचार क्षमताओं का विकास करेंगे
- ii). समाज, इतिहास और ससंस्कृति को समझेंगे
- iii). हिंदी साहित्य के सभी पहलुओं के साथ अपनी समझ को विकसित करेंगे

- iv). हिन्दी पढ़ने, लिखने, बोलने में अधिक शुद्धता
- v). दृश्य-श्रव्य माध्यम के लिए हिंदी के प्रयोग में दक्षता

### **COMMUNICATION FUNDAMENTALS**

At the end of the course students will:

- i). Understand the models of communication
- ii). Develop effective communication skills.

### **COMMUNICATION SKILLS**

At the end of the course learners will be able to:

- i). Differentiate between RP, American and other pronunciations and critically reflect on them with reference to the use of English in India in Mass Communication and interpersonal communication.
- ii). Speak fluently in English, and develop their verbal communication skills
- iii). Develop public speaking skills
- iv). Understand a theoretical framework of theatre and its parameters

### **MEDIA PRESENTATION SKILLS**

At the end of the course learners will be able to:

- i). Identify the sectors where presentation skills are required in media industry and can take advantage of those sectors as employment opportunities.

### **MEDIA & SOCIETY**

At the end of the course learners will be able to:

- i). Understand the role of communication and the media in the shaping and development of culture and society
- ii). Understand the role of the media in the lives of individuals
- iii). Be aware of the relationship between the media and various social problems and aspects of society, skills and capacities
- iv). Critically appreciate and discuss the cultural and social role of the media
- v). Understand the political/democratic potential of mass media and recognise the cultural and moral responsibility of the media.

### **MEDIA & PSYCHOLOGY**

At the end of the course learners will be able to:

- i). Understand the field of media psychology
- ii). Understand and apply research
- iii). Describe the complex interaction of media technologies with human behavior and society
- iv). Understand the appropriate application of psychological theory to the complex media environment
- v). Know the power of psychology to enable social change
- vi). Understand the ethical implications of media and technology

### **RADIO & TELEVISION IN INDIA**

At the end of the course learners will be able to:

- i). Know about the broadcasting industry.
- ii). Understand about the differences between the radio & TV industries.
- iii). Distinguish between the various professions that exist in both industries.

### **BASIC ELECTRONICS**

At the end of the course learners will be able to:

- i). Identify various electronic components.
- ii). Make cables, rectifiers, circuits, etc.

## **AUDIO VISUAL TECHNOLOGY AND STUDIOS**

At the end of the course learners will be able to:

- i). Identify, describe and explain sound and video engineering fundamentals associated with signal flow, microphones, recording, mixing, production and mastering.
- ii). Employ and apply sound and video engineering technologies and techniques in a manner that displays practical and creative understanding and fluency.
- iii). Demonstrate independent, imaginative and creative approaches to problem solving in the field of sound and video engineering.

## **PLANNING AND WRITING FOR AUDIO PRODUCTION**

At the end of the course learners will be able to:

- i). Perform multi-track audio recording and editing
- ii). Write audio production scripts and cue sheets
- iii). Create and record live sound effects
- iv). Analyze production values of professionally produced programs;
- v). Create a synthesis of narration, dialog, music, and sound effects in audio editing assignments.

## **WRITING FOR TELEVISION PRODUCTION**

At the end of the course learners will be able to:

- i). Understand the basic structure of screenplay
- ii). Acquire basic skills for screen writing
- iii). Know intricacies of screen writing
- iv). Build characters and write meaningful dialogues

## **BASICS OF VIDEO PRODUCTION**

At the end of the course learners will be able to:

- i). Plan the production of video programmes.
- ii). Execute video production of programmes of various formats.

## **SOUND RECORDING AND EDITING**

At the end of the course learners will be able to:

- i). Use professional audio software, Digital Audio Workstation (DAW) such as ProTools, Nuendo, etc.
- ii). Create audio programmes

## **BASIC PHOTOGRAPHY**

At the end of the course learners will:

- i). Acquire the basic skills required to be a photographer in terms of knowledge of different photography camera, use of lights/lenses, crafting creative compositions, technical jargon used in photography.

## **BASIC VIDEOGRAPHY & LIGHTING**

At the end of the course learners will be able to:

- i). Understand the basic concepts of handling the video camera.
- ii). Know the different types of camera operations and movements.
- iii). Understand the techniques of camera lens controls
- iv). Understand and use different types of lighting techniques.
- v). Use a variety of lighting instruments, lighting support, grip, and equipment to demonstrate their skills in lighting for location and studio work.

## **CREATIVE DRAMATICS**

At the end of the course learners will be able to:

- i). Plan, implement and evaluate creative drama sessions
- ii). Identify useful leadership behaviors that enhance the facilitation of drama-based work
- iii). Identify various elements of theatre such as acting, directing, design, and playwriting
- iv). Apply these elements and principles in order to create dramatic activities with children including improvisation and character development

## **SCREENPLAY & DIALOGUE WRITING**

At the end of the course learners will be able to:

- i). Understand the elements that go into the creation of a screen play,
- ii). Create well-developed characters for plays,
- iii). Write out dialogues for a screen play.

## **ART DIRECTION**

At the end of the course learners will be able to:

- i). Break down a script and define the key design elements
- ii). Produce a schedule and budget a multi scene script.
- iii). Interpret the style of a script over multiple scenes.
- iv). Research the look and style of a show.
- v). Design scenery that incorporates location and studio work.
- vi). Explore methods of presenting a design concept to the production team.
- vii). Design graphics and props for a television production.

## **MEDIA DISTRIBUTION & STORAGE**

At the end of the course learners will be able to:

- i). Understand the different types storage media used to store the Analog & Digital signals.
- ii). Understand the characteristics recording surfaces.

## **MEDIA AESTHETICS**

At the end of the course learners will be able to:

- i). Understand the integration of the theory and practice of basic aesthetic concepts and issues
- ii). Recognize the elements of composition and structure in the media under consideration.
- iii). Use a variety of critical approaches to understand particular media.
- iv). Analyze elements of media productions in terms of style and meaning.
- v). Evaluate media aesthetics (i.e., make judgments about the value of products in various media)
- vi). Conduct independent research on media
- vii). Produce media content (print or electronic) that would be in line with the concepts of aesthetics

## **MEDIA & LITERATURE**

At the end of the course learners will be able to:

- i). Watch and analyze movies based on literature.

## **FILM STUDIES**

At the end of the course learners will be able to:

- i). Understand the nature and process of film production.
- ii). Read, analyze film and appreciate cinema in an academic way.
- iii). Become familiar with certain theoretical ideas presented by major film theorists.
- iv). Understand the language of cinema, film narrative and the history of cinema

## **TELEVISION PROGRAMMING STUDIES**

At the end of the course learners will be able to:

- i). Understand the programming patterns of television channels.
- ii). Learn how to read, watch and analyze television programs.
- iii). Analyze shows content and compare it with their TRP.

## **VIDEO EDITING**

At the end of the course learners will be able to:

- i). Know and recall the basic elements and grammar of edit.
- ii). Identify various hardware & software usage in the process of video editing.
- iii). Edit through Insert and Assemble mode using time code.
- iv). Acquire the complete skills of video editing.
- v). Understand TCR/Cue sheet/log record and transcribe it shot by shot.
- vi). Supervise the post production work.

## **VIDEO PRODUCTION**

At the end of the course learners will be able to:

- i). Create a documentary
- ii). Create a music video
- iii). Create a short film
- iv). Understand the differences in the grammar of documentary, music video, short film production
- v). Shoot, record the audio for, create graphics/animation, edit documentaries, music videos & short films

## **MEDIA & POLITICS**

At the end of the course learners will be able to:

- i). Differentiate between the various forms of governance.
- ii). Understand the role of the form of governance on the running of the state.
- iii). Understand the relationship between media and politics.
- iv). Appreciate the role of social media in creating public opinion.

## **PRINCIPLES OF JOURNALISM**

At the end of the course learners will be able to:

- i). Understand the difference between print and electronic journalism
- ii). Differentiate between hard and soft news formats.
- iii). Conduct various kinds of interviews.
- iv). Craft various types of news items.
- v). Create a well laid out newspaper

## **MEDIA LAW**

At the end of the course learners will be able to:

- i). Understand how the various laws in India apply on the functioning of the media in the country.
- ii). Know about ethical practices in various streams of media in India.
- iii). Understand how ethics practiced in different media differ from each other.
- iv). Distinguish between some of the basic laws that apply on the various media.

## **VISUAL DESIGN**

At the end of the course learners will be able to:

- i). Apply the concepts found within elements and principles of design.

- ii). Use industry-standard software to design graphical images.
- iii). Use theory when considering different mediums in visual communication.
- iv). Design logos, Advertising, Brochures, Print, Posters.

### **DESKTOP PUBLISHING**

At the end of the student will be able to:

- i). Explore the relationship of color, composition and typography.
- ii). Use lines, shapes, images and size (i.e. objects, images, text) to create the mood and extract the information that they want the reader to experience when they see and read a document.
- iii). Use the various painting tools and brushes, import and link graphics, draw vector graphics, transform objects, work with masks and paths, and work with layers and tables.

### **GRAPHICS AND ANIMATION (2D)**

At the end of the course learners will be able to:

- i). Operate the tools of Photoshop and Toon Boom Studio
- ii). Use these software in image editing and graphic animation

### **GRAPHICS AND ANIMATION (3D)**

At the end of the course learners will be able to:

- i). Operate Maya software and use this software to create 3D models.

### **VISUAL EFFECTS (VFX)**

At the end of the course learners will be able to:

- i). Create an animation in After Effects
- ii). Understand basic image processing techniques
- iii). Pull mattes using various image processing techniques including chroma-keying
- iv). Track motion data using various techniques
- v). Create workflows for the creation of basic visual effects.
- vi). Create compositions through the use of transparency
- vii). Analyze complex visual effects in movies.

### **DIGITAL MEDIA BASICS**

At the end of the course learners will be able to:

- i). Establish and maintain the digital asset for a business
- ii). Start Entrepreneurial projects of Digital nature
- iii). Work as a Digital Media/ Social Media Executive

### **DIGITAL MEDIA PUBLISHING**

At the end of the course learners will be able to:

- i). Establish and maintain the digital asset for a business
- ii). Generate and disseminate content for digital and social media platform
- iii). Work as a Media Production, Video Creator, Content Writer

### **DIGITAL MARKETING & NEW MEDIA PRODUCTION**

At the end of the course learners will be able to:

- i). Establish and maintain the digital asset for a business
- ii). Start Entrepreneurial projects of Digital nature
- iii). Work as a Digital Media/ Social Media Manager

## **ELECTRONIC NEWS PRODUCTION**

At the end of this course learners will be able to:

- i). Think of story ideas for broadcast news.
- ii). Write broadcast news stories
- iii). Shoot relevant footage for broadcast news
- iv). Record relevant audio while covering the news
- v). Conduct interviews of various types for broadcast news
- vi). Edit and package news items for broadcast news
- vii). Learn how to undertake team work and coordinate with other members of their team to ensure a quality product is delivered at the end of the production process.

## **FUNDAMENTALS OF MANAGEMENT**

At the end of the course learners will be able to:

- i). Understand the functions and responsibilities of a manager.
- ii). Learnt the tools and techniques to be used in the performance of the managerial job.
- iii). Analyse and understand the environment of various organizations.

## **MEDIA RESEARCH**

At the end of the course learners will be able to:

- i). Differentiate between the different aspects of Media research in video production
- ii). Understand Media research methodology and commonly used statistics.
- iii). Conduct research in the area of Media and Communication.

## **INTRODUCTION TO ADVERTISING**

At the end of the course learners will be able to:

- i). Function as advertising managers with advertising agencies
- ii). Create advertisements for various media, whether print, TV, radio, multimedia, online, etc.
- iii). Undertake research to test the effectiveness of advertisements.

## **MEDIA PLANNING**

At the end of the course learners will be able to:

- i). Design a media brief
- iii). Create budgets
- iv). Conduct audience research
- v). Suggest appropriate media mix

## **MEDIA ORGANIZATION & BEHAVIOUR**

At the end of the course learners will be able to:

- i). Understand how Media Organizations function
- ii). Analyse human behavior, personality, values and ethics across media.
- iii). Identify and interpret elements of perception, emotions, moods, attitudes and stress across media.
- iv). Analyse and discuss human drives, needs and various motivation theories.
- v). Identify and discuss the mechanisms behind effective team dynamics.
- vi). Discuss elements of effective leadership, decision-making, goal setting and feedback mechanisms.
- vii). Discuss power as well as conflict and conflict management across media.
- viii). Discuss culture.

## **MEDIA ECONOMICS**

At the end of the course learners will be able to:

- i). Familiarize with the concepts of economics being used in media.

- ii). Understand the economics of Media production.
- iii). Understand the marketing of Media production.
- iv). Familiarize with relationship of media economics with public policy.
- v). Analyze the new trends in media industries and the driving forces underlying these new trends.
- vi). Understand the business model of multi-platform media companies.
- vii). Analyze the development of social media industries and its influence on media economy.

### **HUMAN RESOURCE MANAGEMENT**

At the end of the course learners will be able to:

- (i) Develop the knowledge, skills and concepts needed to resolve actual human resource management problems or issues.
- (ii) Manage the employment relationship, which is a shared responsibility between employers, management, human resources specialists, and employees. Investigate how HRM is responding to current business trends, opportunities, and challenges.
- (iii) Identify the human resources needs of an organization or department.
- (iv) Conduct a job analysis and produce a job description from the job analysis.
- (v) Evaluate the procedures and practices used for recruiting and selecting suitable employees.
- (vi) Assess training requirements and design a successful orientation and training program.
- (vii) Discuss workplace health and safety programs and the roles of the employer and the employee in enforcing health and safety policies and procedures.
- (viii) Explain the responsibilities of management, HRM specialists, managers, and employees in managing the employment relationship in a unionized or a non-unionized environment.

### **EVENT MANAGEMENT**

At the end of the course learners will be able to:

- i). Organize and plan a wide range of events, including corporate marketing events, conferences, fundraisers and art or social events.
- ii). Tackle all aspects of events and event management like choosing a theme, budget, venue, catering and security in order to reach their target audience.
- iii). Get an opportunity to work with major corporate houses which have event management cells to handle their in-house events.
- iv). Form their own event management companies.

### **FINANCIAL MANAGEMENT**

At the end of the course learners will be able to:

- i). Be acquainted with the techniques of financial management and their applications for business decision making.

### **MEDIA MARKETING MANAGEMENT**

At the end of the course learners will be able to:

- i). Develop a customer-oriented approach towards marketing.
- ii). Apply marketing concepts with reference to the Electronic Media Industry.

### **INTERNSHIP**

At the end of the course learners will be able to:

- i). Function in the industry of their choice.
- ii). Get practical experience and direct knowledge in an on-the-job situation;
- iii). Work with professionals and receive professional guidance;
- iv). Get an opportunity for a job.



## **PROJECT REPORT**

At the end of the course learners will be able to:

- i). Evaluate themselves and where they stand with respect to the industry.

# Ph.D. Course Work

## Program specific outcomes

At the end of the program learners will be able to:

1. Understand the research and research process
2. Conduct research in the area of Media and Communication.
3. Develop an in depth understanding of various computer software used in research.
4. Know concept of Digital marketing and production
5. Create and publish digital posts and digital promotions.

## Course outcomes

### **RESEARCH METHODOLOGY**

At the end of the course learners will be able to:

- i). Differentiate between the different aspects of Media research in video production
- ii). Understand Media research methodology and commonly used statistics.
- iii). Conduct research in the area of Media and Communication.

### **REVIEW OF PUBLISHED RESEARCH**

At the end of the course learners will be able to:

- i). Understand the different aspects of literature reviews.
- ii). Know the process of conducting a literature review.
- iii). Write a quality literature review with variations in references.

### **COMPUTER APPLICATIONS**

At the end of the course learners will be able to:

- i). Know the computer.
- ii). Understand the computer software used in research.

### **DIGITAL MARKETING & NEW MEDIA PRODUCTION**

At the end of the course learners will be able to:

- Establish and maintain the digital asset for a business
- Start Entrepreneurial projects of Digital nature
- Work as a Digital Media/ Social Media Manager