PROGRAMME OUTCOMES (PO)

PO1: Domain knowledge

PO2: Communicative competence

PO3: Proficiency in using modern technologies

PO4: Reflective response to ethical and social issues

PO5: Sustainability values

PO6: Critical thinking and problem solving

PO7: Entrepreneurship and leadership

PO8: Team work

PO9: Self-directed and life-long learning

PROGRAMME SPECIFIC OUTCOMES (PSO)

On the successful completion of the MCMS programme, the students will be able to:

PSO1: gather and disseminate audio - visual content through various digital and non-digital platforms.

PSO2: create, edit, and design content for various digital and non-digital platforms on par with industrial standards;

PSO3: conceive an idea, shoot and edit video-based fictional and non-fictional content, including radio and television commercials for broadcast;

PSO4: engage and manage brand image through effective application of Public Relations, Corporate Communication, and Advertising; and

PSO5: identify and respond to the various legal, ethical, and developmental issues that concern the field of communication and media studies.

PMS2401: PARADIGMS OF COMMUNICATION

Course Outcomes: In completion of the course, the students will be able to:

PMS2401CO1: assess critically the evolution of communication and the different type of communication and the media;

PMS2401CO2 identify the function of communication and the barriers to communication;

PMS2401CO3 generate critical thinking about the effects and impact of mass communication through an analytical study of models and concepts;

PMS2401CO4 evaluate the major theories of communication; and

PMS2401CO5 apply the new trends in communication which facilitate the emergence of public opinion.

PMS2402: PRINT MEDIA JOURNALISM

Course Outcomes: On completion of the course, the students will be able to:

PMS2402CO1: demonstrate a comprehensive understanding of the different news factors in the existing socio-cultural environment;

PMS2402CO2 apply news gathering techniques for print media;

PMS2402CO3 create content for print media and interpret its meaning;

PMS2402CO4 attain technical competence to use the software in editing and designing the content; and

PMS2402CO5 evaluate the historical and contemporary journalistic practices and content.

PMS2403: INTRODUCTION TO FILM STUDIES
Course Outcomes: On completion of the course, the students will be able to:

PMS2403CO1: evaluate the basic elements of film language;

PMS2403CO2: evaluate film history of cinema in India and abroad.

PMS2403CO3: evaluate the film movements;

PMS2403CO4: evaluate current developments of popular cinema in India; and

PMS2403CO5: create content through critical analysis of movies.

PMS2404A: CREATIVE WRITING FOR MEDIA (ELECTIVE)
Course Outcomes: On successful completion of the course, the students will be able to:
PMS2404ACO1: create unique content related to different media platforms;
PMS2404ACO2: create appropriate headlines and captions;
PMS2404ACO3: create and develop research and editing skills;
PMS2404ACO4: create and maintain a blog; and
PMS2404ACO5: create content for social media.

PMS2404B: SPORTS JOURNALISM (ELECTIVE)

Course Outcomes: On successful completion of the course, the students will be able to:

PMS2404BCO1: evaluate different types of sports and games;

PMS2404BCO2: create content on sports and games;

PMS2404BCO3: produce sports content for broadcast media;

PMS2404BCO4: prepare sports content for the new media; and

PMS2404BCO5: create content based on sports data.

PMS2404C: ENVIRONMENTAL JOURNALISM (ELECTIVE)

Course Outcomes:On successful completion of the course, the students will be able to:

PMS2404CCO1: evaluate the different concepts of the ecosystem;

PMS2404CCO2: evaluate the development alternatives in the conservation of natural resources and ecosystem;

PMS2404CCO3 evaluate the role of media in creating public awareness of a sustainable environment;

PMS2404CCO4 produce scientific and environmental content for the print, broadcast, and new media; and

PMS2404CCO5 evaluate and create content based on environmental issues.

PMS2405: PHOTOGRAPHY (PRACTICAL)

Course Outcomes: On successful completion of the course, the students will be able to:

PMS2405CO1: interpret the basics of photography;

PMS2405CO2: apply the exposure triangle in photography;

PMS2405CO3: apply framing and composition;

PMS2405CO4: apply the techniques of lighting in photography; and

PMS2405CO5: create and design a portfolio of work.

PMS2406: PRINT MEDIA PRODUCTIONS (PRACTICAL)

Course Outcomes: On successful completion of the course, the students will be able to:

PMS2406CO1: apply the computer software for editing text and headline;

PMS2406CO2: apply software for typesetting and computer-assisted editing;

PMS2406CO3: apply software for photo editing;

PMS2406CO4: design pages using page design software; and

PMS2406CO5: create portfolio of photo editing and page designing.

PMS2407: TELEVISION JOURNALISM AND NEWS PRODUCTION

Course Outcomes:On the completion of this course, the students will be able to:

PMS2407CO1: comprehend the nature and characteristics of television news;

PMS2407CO2: conceptualize programme ideas and write scripts for news;

PMS2407CO3: produce and present TV news reports and news-based documentaries;

PMS2407CO4: evaluate television programmes; and

PMS2407CO5: analyse ethical issues in TV programmes.

PMS2408: COMMUNICATION RESEARCH

Course Outcomes: On successful completion of the course, the student will be able to:
PMS2408CO1: apply different concepts of research;
PMS2408CO2: apply different techniques used for research;
PMS2408CO3: apply different research methodology designs;
PMS2408CO4: evaluate research problems; and
PMS2408CO5 create different research reports.

PMS2409: ADVERTISING CONCEPTS AND PRACTICE

Course Outcomes: On completion of the course, the students will be able to

PMS2409CO1: create advertisements using marketing strategy;

PMS2409CO2: formulate creative briefs for creating advertisements;

PMS2409CO3: create advertisements for print media;

PMS2409CO4: critically analyse television commercials; and

PMS2409CO5: attain competency in media planning and social media advertising.

PMS2410A: AUTOMOBILE JOURNALISM (ELECTIVE)

Course Outcomes: On successful completion of this course, the student will be able to:

PMS2410ACO1: evaluate news and feature articles about the automobile industry, its manufacturing process, and supply chain;

PMS2410ACO2: evaluate the latest trends and innovations in automobile technology and sustainability of the automotive sector;

PMS2410ACO3: apply effective writing skills for automobile journalism;

PMS2410ACO4: apply the skills to compare and contrast different models and variants of vehicles; and

PMS2410ACO5: create content for digital platforms and social media on automobiles.

PMS2410B: MAGAZINE JOURNALISM (ELECTIVE)
Course Outcomes: On successful completion of the course, the students will be able to:
PMS2410BCO1: apply text, images, and design to reflect industry standards;
PMS2410BCO2: apply the principles of design and layout in magazine production;
PMS2410BCO3: create cover story for a magazine;
PMS2410BCO4: create content for general and special interest magazines; and
PMS2410BCO5: create magazines and e-zines.

PMS2410C: DATA JOURNALISM (ELECTIVE)

Course Outcomes:On successful completion of the course, the students will be able to:

PMS2410CCO1: critically evaluate the strengths and weaknesses of data;

PMS2410CCO2: apply methods, skills, and techniques of data journalism;

PMS2410CCO:3 analyse the data collected;

PMS2410CCO4: creating easy to understand and attractive visualizations; and

PMS2410CCO5: tell stories with data.

PMS2411: VIDEOGRAPHY AND VIDEO EDITING (PRACTICAL)

Course Outcomes: On successful completion of the course, the students will be able to:

PMS2411CO1: apply different production practices in broadcast media, and multi-camera production;

PMS2411CO:2 attain competency in handling digital cameras;

PMS2411CO3: create a professional video using lighting and audio recording equipment;

PMS2411CO4: create and design broadcast packages by incorporating elements of sound, light, and voice-over; and

PMS2411CO5: produce videos with the help of video editing software.

PMS2412: SOUND DESIGNING (PRACTICAL)
Course Outcomes:On successful completion of the course, the students will be able to:
PMS2412CO1: apply the basics and elements of sound;
PMS2412CO2: apply equipment for sound designing;
PMS2412CO3: apply basic editing and mixing functions in a digital audio workstation;
PMS2412CO4: create sound designs in various stages of video production; and
PMS2412CO5: develop sound designing skills through practical skills.

PMS2413: INTERNSHIP I

Course outcomes:On successful completion of the course, the student will be able to

PMS2413CO1: analyse the work atmosphere in a media organisation;

PMS2413CO2: apply theoretical knowledge to work in a media organisation;

PMS2413CO3: evaluate the different departments in a media organisation;

PMS2413CO4: create content for a media organisation; and

PMS2413CO5: create a portfolio of the work completed.

<div align="center" style="background:#cc0000;color:white">SEMESTER III</div>

PMS2414: RADIO PROGRAMME PRODUCTION

Course Outcomes: On successful completion of the course, the student will be able to:

PMS2414CO1: evaluate the characteristics and functions of radio broadcasting;

PMS2414CO2: apply modern digital technologies in production;

PMS2414CO3: create scripts for different types of radio programmes;

PMS2414CO4: create and present different types of radio programmes; and

PMS2414CO5: create a portfolio of radio programmes for different types of radio stations.

PMS2415: PUBLIC RELATIONS AND CORPORATE COMMUNICATION

Course Outcomes: On successful completion of the course, the student will be able to:

PMS2415CO1: evaluate and manage public perception;

PMS2415CO2: create public relations strategies using ethical practices;

PMS2415CO3: comprehend the concept and application of integrated communication of a reputed company;

PMS2415CO4: demonstrate corporate citizenship through programmes and activities fulfilling social responsibility; and

PMS2415CO5: create effective event management plans.

PMS2416: DEVELOPMENT COMMUNICATION

Course Outcomes:On successful completion of the course, the students will be able to

PMS2416CO1: analyse the developmental process, approaches, and issues of development;

PMS2416CO2: analyse different perspectives of development;

PMS2416CO3: analyse the role of the media as a catalyst to development;

PMS2416CO4: analyse case studies of developmental communication campaigns; and

PMS2416CO5: evaluate different perspectives of ethical and sustainable development.

PMS2417A: INTERNATIONAL COMMUNICATION (ELECTIVE)

Course Outcomes:On successful completion of the course, the students will be able to:
PMS2417ACO1: evaluate the diverse paradigms in international communication;
PMS2417ACO2: evaluate the role of media in international communication;
PMS2417ACO3: analyse the contribution of ICTs in sustaining media imperialism;
PMS2417ACO4: apply communication technology in the new world information and communication order; and
PMS2417ACO5: evaluate different case studies of international communication.

PMS2417B: EVENT MANAGEMENT (ELECTIVE)

Course Outcomes: On successful completion of the course, the students will be able to:

PMS2417BCO1: evaluate the different events that need to be managed;

PMS2417BCO2: create successful event management plans;

PMS2417BCO3: Apply marketing skills for successful event management;

PMS2417BCO4: create successful event management proposals; and

PMS2417BCO5: analyse critically different events.

PMS2417C: DIGITAL MEDIA MARKETING (ELECTIVE)

Course Outcomes:On successful completion of the course, the students will be able to:
PMS2417CCO1: apply principles of digital media marketing;
PMS2417CCO2: demonstrate practical skills in Search Engine Optimisation (SEO);
PMS2417CCO3: demonstrate practical skills in Search Engine Marketing (SEM);
PMS2417CCO4: demonstrate practical skills in Social Media Marketing (SMM); and
PMS2417CCO5: create content for the various digital media platform.

PMS2418: CREATION OF ANIMATED ASSETS (PRACTICAL)

Course Outcomes: On successful completion of the course, the students will be able to:
PMS2418.CO1: apply the extremes of suspension of disbelief;
PMS2418.CO2: analyze the history of animation cinema;
PMS2418.CO3: analyze art history;
PMS2418.CO4: analyze Disney and the world; and
PMS2418.CO5: create art and design using technology:

PMS2419: VLOGGING (PRACTICAL)

Course Outcomes: On successful completion of the course, the students will be able to:

PMS2419CO1: apply fundamental principles of vlogging;

PMS2419CO2: analyse various vlogs;

PMS2419CO3: create content for vlogs;

PMS2419CO4: write scripts and produce vlogs; and

PMS2419CO5: create and sustain vlogs in specialised areas.

PMS2420: DOCUMENTARY PRODUCTION (PRACTICAL)
Course Outcomes: On successful completion of the course, the students will be able to:
PMS2420CO1: evaluate the different stages in documentary production;
PMS2420CO2: evaluate documentaries;
PMS2420CO3: apply the principles of documentary film making;
PMS2420CO4: apply film making ethics and aesthetics; and
PMS2420CO5: create a documentary film by integrating all the elements of production.

<div style="background:red;color:white;text-align:center">SEMESTER IV</div>

PMS2421: MEDIA AND AESTHETICS

Course Outcomes: On successful completion of the course, the student will be able to:
PMS2421CO1: analyse contemporary art and design;
PMS2421CO2: analyse and interpret media aesthetically;
PMS2421CO3: apply designing principles;
PMS2421CO4: evaluate visual media designs, media trends, and techniques; and
PMS2421CO5: attain media literacy.

PMS2422: MEDIA LAWS AND ETHICS
Course Outcomes: On successful completion of the course, the student will be able to
PMS2422CO1: analyse Indian laws relating to the media and ethics;
PMS2422CO2: analyse the need and relevance of the media laws;
PMS2422CO3: evaluate the core issues of media ethics in journalism;
PMS2422CO4: evaluate serious professional misconduct in journalism; and
PMS2422CO5: analyse media ethics in the 21 st century.

PMS2424: FILM THEORIES
Course Outcomes: On successful completion of the course, the students will be able to:
PMS2424C01: analyse the conceptualisation of film theories;
PMS2424C02: evaluate contemporary film theories;
PMS2424C03: evaluate the work of film scholars and theorists;
PMS2424C04: evaluate various film journals; and
PMS2424C05: analyse international and national movies.

PMS2424: SHORT FILM PRODUCTION (PRACTICAL)
Course Outcomes: On successful completion of the course, the students will be able to:

PMS2424CO1: evaluate the different stages in short film production;
PMS2424CO2: evaluate short films;
PMS2424CO3: apply principle modes of short film making;
PMS2424CO4: apply film making ethics and aesthetics; and
PMS2424CO5: create a short film by integrating all the elements of production.

PMS2425: DISSERTATION
Course Outcomes: On successful completion of the course, the students will be able to:
PMS2425CO1: attain an academic base in the topic of research;
PMS2425CO2: create and present research proposals;
PMS2425CO3: interpret existing literature;
PMS2425CO4: apply theoretical frameworks to the chosen area of study; and
PMS2425CO5: apply scientific techniques and draw logical conclusions.

PMS2426: COMPREHENSIVE VIVA VOCE
Course Outcomes: On successful completion of the course, the students will be able to:
PMS2426CO1: gather and disseminate audio - visual content through various digital and non-digital platforms;
PMS2426CO2: create, edit, and design content for various digital and non-digital platforms on par with industrial standards;
PMS2426CO3: apply the integrated knowledge gathered from different film studies courses;
PMS2426CO4: engage and manage brand image through effective application of Public Relations, Corporate Communication, and Advertising; and
PMS2426CO5: identify and respond to the various legal, ethical, and developmental issues that concern the field of communication and media studies.

PMS2427: INTERNSHIP II (AUDITED)
Course outcomes:On successful completion of the course, the student will be able to:
PMS2427CO1: analyse the work atmosphere in a media organisation;
PMS2427CO2: apply theoretical knowledge to work in a media organisation;
PMS2427CO3: evaluate the different departments in a media organisation;
PMS2427CO4: create content for a media organisation; and
PMS2427CO5: create a portfolio of the work completed.

PMS2428: MASSIVE OPEN ONLINE COURSE (NON-CREDIT)

Course Outcomes:On successful completion of the course, the students will be able to:
PMS2428CO1 evaluate the area of specialization;
PMS2428CO2 apply necessary skills to implement acquired professional knowledge;
PMS2428CO3 create progressive skills that respond to the dynamic world;
PMS2428CO4 create new space for experimentation; and
PMS2428CO5 create and deliver MOOC content.

PMS2429: ACTING FOR THEATRE

Course Outcomes: On successful completion of the course, the students will be able to:
PMS2429CO1: evaluate the basics of acting;
PMS2429CO2: evaluate different approaches to character development;
PMS2429CO3: apply skills in stagecraft;
PMS2429CO4: apply the techniques of performance; and
PMS2429CO5: create a script and stage a play.

PMS2430: TECHNICAL WRITING

Course Outcomes: On successful completion of the course, the students will be able to:
PMS2430CO1: evaluate the development of technical writing;
PMS2430CO2: apply different types, processes, and guidelines of technical documentation;
PMS2430CO3: create content using popular styles and standards;
PMS2430CO4: create technical content by following various stages of the documentation process; and
PMS2430CO5: attain proficiency to use different mapping software.

PMS2431: FILM CURATION AND FILM FESTIVALS

Course Outcomes: On completion of this course, the students would be able to:

PMS2431CO1: demonstrate the proficiency in collecting data on major international festivals;

PMS2431CO2: attain skills to communicate with major stakeholders of film industry;

PMS2431CO3: distinguish the various genres, categories of film and understand the uniqueness of major film festivals;

PMS2431CO4: apply different communication methods for film curation; and

PMS2431CO5: attain skills to curate films for festivals and schedule screenings, seminars, open forums, press meets, and marketing events.

PMS2432: GROOMING FOR MEDIA

Course Outcomes: On successful completion of the course, the student will be able to:
PMS2432CO1: evaluate the organizational behavior patterns practiced in media houses;
PMS2432CO2: appreciate the importance of self-motivation and realisation in the workplace to attain maximum output;
PMS2432CO3: interpret the significance of teamwork in the media organisations in creating quality outputs;
PMS2432CO4: apply the acquired technical knowledge wisely in the professional domains; and

PMS2432CO5: attain the ability to equip oneself to suit the ethical requirements of the industry.

PMS2433: AI IN MEDIA PRODUCTION

Course Outcomes: On successful completion of the course, the student will be able to:

PMS2433CO1: analyze the role of AI in media production, including graphics, video editing, scriptwriting, storyboarding, and animation;

PMS2433CO2: experiment with AI-powered design tools to automate graphic design processes and create visual effects;

PMS2433CO3: utilize AI-based video editing tools for automated scene segmentation and improve video quality;

PMS2433CO4: evaluate AI-generated scripts and use AI tools for character development and dialogue generation in storytelling; and

PMS2433CO5: apply AI algorithms to automate animation processes and create realistic character animations and special effects.