

Programme Outcomes, Programme Specific Outcomes and Course Outcomes of :

B. Sc. in Hospitality Studies

A. Programme Outcomes of any Educational Programme:

1. **Critical thinking skills:** Students who will graduated from an educational programme must be in a position to think critically to take a decision for forming judgments. This includes observation, analysis, interpretation, reflection, evaluation, inference, explanation, problem solving, and decision making.
2. **Effective communication:** Graduate students must be able to speak, read, write and listen in person and through electronic media in English and in any 1 Indian language. Students must be in a position to reach out to large number of people. Graduate students must be in the position to connect people, ideas, books, media and technology.
3. **Social interaction:** Graduate students must be able to stimulate views of others, mediate disagreements, negotiate on behalf of the organizations they are working in and help reach conclusion in group meetings.
4. **Ethical behaviour:** Graduate students must be able to able to recognize different value systems including their own and must be in a position to apply ethical principles to examine and solve complex moral dilemmas at workplace.
5. **Environment and sustainability:** The graduate pass outs must be aware about the ill effects of the hospitality operations on the environment and must be in a position to work towards that by handling special projects directed towards waste management and conservation and protection of environment entrusted upon them by the management.
6. **Life – long self-directed learning:** The graduate pass outs along with their work must be able to invest their time in continuous learning and training thus upgrading themselves as per the latest trends and requirements of the hospitality industry.
7. **Effective citizenship:** The primary goal of any educational course is to prepare students to be involved and be effective citizens who have civic knowledge, skill, attitude and ability to apply the above and solve real problems cropping up in educational institutions, country or the world.

B. Programme Specific Outcomes of B.Sc. in Hospitality Studies

1. **Overall knowledge about Hospitality and Service Management:** After doing this course, the students should be able to apply the specialized knowledge and skills gained by them on Food & Beverage Production or Food & Beverage Service or Rooms Division Management (Front Office and Housekeeping) (whichever

applicable based on their placement) in their daily operations and must be also capable of solving complex and simple work related problems.

2. **Detailed analysis of hospitality operations and Complaint management:** This comprises of the following:
 - a. **Problem analysis:** The graduate hospitality pass outs must be able to successfully do the root cause analysis and identify the root cause of work related problems leading to guest complaints based on the knowledge gained by them during their curriculum. For the same they must do detailed research on customer database and logically apply the same for investigating any such problem.
 - b. **Design and develop creative and innovative solutions:** Based on their knowledge and experience the young graduate hospitality pass outs must be able to fruitfully design innovative solutions for work related complications. In addition to that they must be also able to design advanced, sturdy, reliable and flexible systems to avoid future problems cum complications.
3. **Customer relationship management:** Students who have passed out from the hospitality programme must be able to efficaciously handle their customers and their issues and must be able to create long term relationship with them applying the principles of relationship marketing.
4. **Usage of modern tools and technology:** Students who have passed out from the hospitality programme must be aware about all the latest contemporary trends in rooms division management, service styles, food and beverage products, recipes, modern tools and technology related to the hospitality sector and their appropriate applications. In addition to this awareness knowledge about their limitations is a must. Hospitality students who have passed the B.Sc. hospitality programme must be continuously involved in R&D to keep themselves updated about the latest hospitality trends.
5. **Corporate social responsibility:** Out of the many activities that impact the environment, hospitality operations are one of them. The young graduate hospitality pass outs must be aware about the CSR that the hospitality sector has towards the society and must be in a position to work towards that by handling special projects directed towards betterment of society. Young graduates must be able to implement certain practices in day-to-day operations that would reduce the carbon footprints. (Segregation of wet and dry garbage, composting wet garbage, rain water harvesting, water recycling, use of solar energy, reducing use of non-biodegradable material and promoting use of biodegradable material and organic use.
6. **Project management and finance:** The graduate hospitality pass outs must be able to demonstrate knowledge and understanding of hospitality principles and fundamentals and have the ability to apply them in their respective areas of work as a team member or team leader for managing various projects relating to finance and hospitality operations.
7. **Employability or entrepreneurship:** On the completion of this programme, students must be employable in hotels, restaurants, cruise liners or any other

hospitality area or they must be capable of starting their own venture in any hospitality related field.

C. Course Outcomes of B. Sc. in Hospitality Programme Course wise:

1. Food and Beverage Production and Patisserie (Semester 1 to 5) Advanced Food Production (Semester 6) theory and practicals:

Students will be able to:

- To inculcate a right attitude and the required basic knowledge and technical skills in the art of culinary and the food production department.
- To identify the various equipment and utensils used in the kitchen.
- To develop a keen interest in food production and must be able to experiment, innovate and progressively produce a variety of preparation / dishes.
- To be able to confidently adapt to the technical skills and the art of preparing different menus.
- To inculcate the skill of handling bulk cookery.
- To be able to get a training on various aspects of regional cuisine.
- To give an overview of global culinary specialties.
- To acquire knowledge on latest and contemporary food trends.
- To acquire knowledge on importance of food safety.
- To get better employment prospects.

2. Food and Beverage Service (Semester 1 to 4) and Food and Beverage Operations Management (Semester 5) and Advanced Food and Beverage Operations Management (Semester 6) theory and practicals:

Students will be able to:

- Identify the role of the Food and Beverage Service department and explain its organization structure and importance.
- Explain how ‘moments of truth’ affect guests, staff members, and managers, and describe the value of guests and staff members to a food service operation.
- Describe the duties and responsibilities of beverage service staff members, and summarize techniques and procedures for responsibly selling and serving cocktails, beer, and wine.
- Understand the various service methods and procedures followed in the department.
- Students to be able to identify:
 - ✓ The operational and auxiliary areas as well as equipment used in the Food and Beverage department.
 - ✓ The different types of menus and principles of menu planning.
 - ✓ The sequence and course in the French Classical Menu, also identify general accompaniments.
 - ✓ Types, storage and service of tobacco and non-alcoholic beverages.

- ✓ Simple control system followed in a restaurant.
- ✓ Food & beverage setup and planning of various outlets in the department.
- Comprehend the production process of beers, wines and spirits.
- Prepare cocktails using ingredients such as liqueurs and bitters.
- Describe casual, speciality and fine dining restaurants etc. and how they are operated.
- Develop and manage labour & revenue control system as done by food service managers.
- Explain how banquets and catering events are booked and planned, and describe how managers and staff members provide service for these events.
- Explain the operations of various catering establishments such as railway, airline, hospital & marine caterings.
- Identify factors to create impulse buying; prepare, fillet, carve, flambé & finish food items from a Gueridon trolley.
- Plan & operate bar operations, manage inventory and maintain records pertaining to beverage control.
- Understand and apply cost dynamics as related to the food & beverage industry.
- Demonstrate a detailed understanding of the various facets of the food & beverage cycles of control in the operational & post operational phase.

3. Rooms Division Management (Semester 1 to 5) theory and practicals:

A. Front office (Semester 1 to 5) and Advanced Front Office (Semester 6):

Students will be able to:

- Get a detailed introduction of the Hotel & Tourism Industry.
- Understand the appropriate organization structures and duties in the front office and related departments.
- Develop, prepare guest relations and evaluate practical aspect with guests.
- Understand the role of public relations with the hotel industry.
- Develop skills required to become an efficient and effective receptionist in any hotel (large or Small) and to handle situations and different types of guest in the job.
- Understand the functioning of the telecommunication department.
- Understand the concept and functioning of room reservations, reception and guest services.
- Possess knowledge and skills with respect to handling group reservations, assigning rooms, check-in, cashiering and security systems.
- Understand the formulae that are applied in the front office for forecasting and evaluating.
- Take decisions through statistical data in front office operations.
- Understand the rules & acceptance of foreign exchange.
- Enhance the capabilities of students in understanding the contemporary hospitality and general issues through discussion and managing situations.
- Understand the importance of manpower planning in accommodation operations.
- Understand Yield Management and its application in the hotel industry.
- Measure yield for management decision making.
- Understand passport & visa regulations.

- Comprehend the entire function of concierge.

B. Housekeeping (Semester 1 to 5) and Advanced Housekeeping (Semester 6):

Students will be able to:

- Identify the role of the housekeeping department and explain its organization structure and importance.
- To list the basic cleaning equipment, cleaning agents and explain their use.
- Perform basic cleaning procedures of various surfaces.
- To list and explain the various operational areas, procedures and formats of the housekeeping department.
- Learn and implement Standard Operating Procedures (SOP's) for routine cleaning procedures of various guest areas.
- Explain various operational procedures and formats pertaining to linen, uniforms, and laundry.
- Create formats and design layouts of linen room, uniform room and laundry.
- Create flower arrangements for various occasions and locations.
- Plan and implement décor for special occasions.
- Explain and apply the guidelines for hiring various housekeeping contract services.
- Manage the man power planning in the housekeeping department in different category of hotels.
- Apply the elements and concept of interior decorations & elevations in a guest room layout.
- Study and demonstrate housekeeping operation and get an insight into the concept of colour wheel and elements & principles of design.
- To plan and evaluate budgets.
- Plan and draw the layout of guest rooms to scale.
- Set up the housekeeping department of a new property and create a timeline for the countdown to the opening.
- Identify safety hazards and implement preventive and remedial measures.

4. Communication Skills and Corporate English (Semesters 1, 2 and 5):

Students will be able to:

- Develop and adapt speaking and listening skills of English and French.
- Understand and speak basic French.
- Improve vocabulary of English and French for precision and impact.
- Learn the use and application of grammar (French & English).
- Structure, organize and present texts in variety of formats.
- Enhance their communication skills (verbal & written) to reach out to others.
- Adapt to the challenges in the global scenario.
- Learn and apply various skills related to corporate communication including, dining etiquette, service etiquette, presentation skills, inter-personal skills, business communication, group discussion, extempore speaking etc.

5. Advanced Bakery and Confectionery (Semester 6):

Students will be able to:

- Familiarize themselves on various aspects of bakery and confectionery management.
- Develop themselves as skilled professionals in bakery and confectionery for the hospitality industry.
- Develop themselves as independent entrepreneurs.

6. Information Technology (Semester 1):

Students will be able to:

- Develop a strong foundation in computer hardware and software. They will be able to differentiate between hardware and software, identify various types of computers, and understand the components of a computer system.
- Acquire practical skills in operating essential office applications, including word processors, spreadsheets, and PowerPoint software. This will enable them to efficiently handle everyday tasks.
- Master popular operating systems such as Windows, through hands-on learning, enhancing their proficiency in navigating and utilizing computer systems effectively.
- Gain a comprehensive understanding of computer networking concepts. They will learn about different network types, topologies, and hardware components, while also grasping important concepts like IP addresses, network security, and bandwidth.
- Learn to utilize the internet effectively. They will learn the concept of internet, intranet, and extranet, and become familiar with web-related technologies such as HTTP and domains. Additionally, they will gain insight into search engine functionality and the role of internet service providers (ISPs)

7. Management Information System (Semester 3 and 4):

Students will be able to:

- Understand the core principles of Management Information Systems (MIS) and its personnel, enabling them to effectively analyze information needs and manage multi-processor environments.
- Develop the ability to choose and implement computer systems, including Property Management Systems software, by gathering sales information, defining system requirements, and efficiently negotiating contracts with vendors.
- Acquire comprehensive knowledge of Reservation Systems, E-Distribution systems, and Central Reservation Systems, along with the capability to manage Property Level Reservation systems and internet-based reservations.
- Attain proficiency in Rooms Management and Guest Accounting Applications, encompassing room management modules, guest accounting modules, and Point of Sale (POS) technologies, enabling them to handle POS order entry units, printers, software, and automated beverage control systems.
- Cultivate skills in Food & Beverage Management Applications, such as recipe management, sales analysis, menu management, and integrated food service software, while also gaining an understanding of Sales & Catering Applications,

including Hotel Sales Office Automation, Revenue Management, and Catering Software.

8. Revenue Management (Semester 6):

Students will be able to:

- Gain knowledge and sensitize themselves on Hospitality Revenue Management.
- Strategically think on increasing occupancy levels, maximizing yield and revenues in the Service Industry.

9. Foreign Language (Semester 6):

Students will be able to:

- Read, write, comprehend and converse in fluent French.
- Develop communication skills in various departments of Hospitality Industry.
- Enhance their French Vocabulary in various domains such as culinary, front office, accommodations and food and beverage service.
- Gain knowledge of the culinary terms and recipes in French.
- Communicate in French and translate French letters, instructions, paragraphs into English and vice versa.

10. Services Marketing (Semester 6):

Students will be able to:

- Familiarize themselves with marketing fundamentals.
- Gain knowledge on the importance of services marketing in hospitality sector.

11. Food Safety and Nutrition (Semester 1):

Students will be able to:

- Learn about the importance of hygiene & sanitation in the catering industry
- Get acquainted with the food standards.
- Learn about ways to minimize food poisoning and infections.
- Understand function, sources & deficiency of nutrients.
- Gain basic knowledge of nutrition.
- Gain knowledge about maintenance of good health.
- Understand the changes brought about in food nutrients during processing

12. Areas of Accountancy (Semesters 2,3,4,6):

Students will be able to:

- Gain knowledge on the basic fundamentals of Journal, Ledger, Subsidiary Books, Cash Books, Reconciliation Statement, Capital, Revenue and Deferred revenue

expenditures, Final Accounts of a Sole Proprietorship firm and Company Final Accounts.

- Learn the basic fundamentals of Cost Accountancy and Hotel Accountancy including topics - Allowances, Discount, Guest Weekly Bill, Visitor's Tabular Ledger, Food and Beverage Cost Control, Food Cost, Beverage Cost, Overhead Cost, Fixed Cost, Variable Cost, Semi-Variable Cost, Contribution, Break-Even Point and PV Ratio
- Develop critical thinking skills for solving basic numerical problems pertaining to Financial Accounting, Cost Accounting and Management Accounting
- Enhance their basic knowledge of Financial Management
- Understand the various sources of funds, their importance and their uses with reference to hospitality sector.
- Understand the process of establishing their own ventures in the field of Hospitality and also how to go about further studies.

13. Principles of Management (Semester 2):

- Students will be able to programme activities and lecture to learn about emerging Indian Corporate World and Global Phenomenon with stress upon hospitality industry.
- Students will be able to train as future managers and make them understand the working of an organization.
- Students will be able to learn through PowerPoint presentations, case studies, activities, brain storming sessions, etc.
- This subject will bridge the gap between management studies and real corporate world through real time stories from newspapers, journals, business magazines and books enabling students to gain knowledge about the real corporate world.
- Students will be encouraged to read more so as to refine their analytical power and sharpen business sense and become more aware of the business environment.
- Students will get an opportunity to participate in business discussions, article/book reviews and presentations.

14. Hospitality Law and Human Resource Management (Semesters 3, 4):

Students will be able to:

- Learn the fundamental concepts of HRM and Law.
- Understand the scope (relevant areas) of HRM and Law.
- Understand the importance of HR department in hospitality sector.

15. Strategic HRM (Semester 6):

- Students will be able to familiarize themselves about the importance of HR in organizations and how it is aligned with the corporate strategy.
- Students will be aware of the human resource functions in coordination with the strategic objectives of the organizations so as to enhance performance & service quality.

16. Environmental and Sustainable Tourism (Semester 5):

- The student will be able to understand and explain the importance of Environmental and Sustainable Tourism.
- The student will be able to identify and explain environmental changes due to tourism.
- The student will comprehend sustainability of tourism for future generations.
- The student will be able to understand about the world's fastest growing Travel & Tourism Industry.

17. Organization Behaviour (Semester 6):

Students will be able to:

- Diagnose individual and group behaviour.
- Apprehend how the study of structure, motivation & change helps organizations to develop skills in improving individual and group performance in different ventures.
- Develop the overall personality so that they will positively contribute 100% in the hospitality firms they join and will be able to sustain in the dynamic environment.

18. Strategic Management (Semester 6):

Students will be able to:

- Identify themselves with the operating strategy of the organization.
- Develop skills in decision making abilities.
- Strategize and participate in policy making.

19. Event Planning Marketing and Management (Semester 6):

Students will be able to:

- Apply management theories & principles for Event Management.
- Develop an ability to plan for conventions, seminars & events.
- Prepare a budget and identify sources of funding for the event.
- Plan events creatively based on themes and think strategically.
- Understand the concepts of financial, marketing, operational and strategic issues in setting up of an event.
- Integrate approaches of time, money (capital), people and other resources.
- Understand the concept of Event Management.
- Execute the event with perfection, solving any issues or challenges that may come up.

20. Industrial Training (Semesters 3, 4):

- Students are exposed to 20 weeks of industrial training at various hospitality organizations. This will help students to expose themselves to the hospitality industry and will help them to understand how the hospitality organizations function practically. It will also help them to translate the theory that they study into practical knowledge. They will learn how to handle guests in all spheres of an organization.

Craftsmanship in Bakery and Patisserie

Programme Outcomes of Craftsmanship in Bakery and Patisserie:

1. **Overall knowledge about Craftsmanship in Bakery and Patisserie:** After doing this course, the students should be able to apply the specialized knowledge and skills gained by them on bakery & confectionery in their daily operations and must be also capable of solving simple & complex work related problems.
2. **Detailed analysis of Craftsmanship in Bakery and Patisserie:** This comprises of the following:
 - c. **Problem analysis:** The students must be able to successfully identify the root cause of work related problems leading to guest complaints based on the knowledge gained by them during their curriculum.
 - d. **Design and develop creative and innovative solutions:** Based on their knowledge and experience, the young students must be able to fruitfully design innovative solutions for work related complications. In addition to that they must be also able to design advanced, sturdy, reliable and flexible systems to avoid future problems.
3. **Usage of modern tools and technology:** Students who pass out from the course must be aware about all the latest contemporary trends in bakery & confectionery. They must continuously involve themselves in R&D to keep themselves updated about the latest trends.
4. **Corporate social responsibility:** The students must be in a position to work towards the society by handling special projects directed towards betterment of society. They must be aware about the ill effects of the hospitality operations on the environment and must be in a position to work towards that by handling special projects directed towards waste management, conservation and protection of environment entrusted upon them by the management. They should also be able to control wastage of food.
5. **Project management and finance:** The student must be able to demonstrate knowledge and understanding of principles and fundamentals and should have the ability to apply themselves in managing various projects relating to finance and hospitality operations also.
6. **Employability or entrepreneurship:** At the end of this course students must be employable in hotels, restaurants, cruise liners or other hospitality area or they must be capable of starting their own venture in Bakery and Patisserie.

Course Outcomes of Craftsmanship in Bakery and Patisserie Subject Wise:

7. Bakery Science I (Semester 1 & 2)

Students should be able to:

- To inculcate a right attitude and the required basic knowledge and technical skills in bakery department.
- To introduce the various equipment and utensils used in the bakery.
- To develop a keen interest in bakery and to enable students to experiment, innovate and progressively produce various products.
- To gain confidence to adapt to the technical skills and the art of preparing breads.
- To inculcate the skill of handling bulk production.
- To educate students on latest and contemporary food trends.
- To train students for better employment prospects.
- ✓ Explain the operations of various catering establishments such as Railway, Airline, Hospital & Marine Caterings.
- ✓ Understand and apply cost dynamics as related to bakery.
- ✓ To develop skilled professionals in bakery for the hospitality industry.
- ✓ To develop students to become independent entrepreneurs.

8. Bakery Science II (Semester 1 & 2)

Students should be able to:

- To inculcate a right attitude and the required basic knowledge and technical skills in confectionery department.
- To introduce the various equipment and utensils used in confectionery.
- To develop a keen interest in confectionery and to enable students to experiment, innovate and progressively produce various products.
- To gain confidence to adapt to the technical skills and the art of preparing confectionery products and dessert menus.
- To inculcate the skill of handling bulk production and sugar craft work.
- To educate students on latest and contemporary food trends.
- To train students for better employment prospects.
- ✓ Explain the operations of various catering establishments such as Railway, Airline, Hospital & Marine Caterings.
- ✓ Understand and apply cost dynamics as related to confectionery.
- ✓ To develop skilled professionals in confectionery for the hospitality industry.
- ✓ To develop students to become independent entrepreneurs.

9. Food Science (Semester 1 & 2)

Students should be able to:

- To learn about the importance of hygiene & sanitation in the catering industry.
- To highlight the importance of food safety.
- To get acquainted with the food standards.
- To learn about ways to minimize food poisoning and infections.
- To understand function, sources & deficiency of nutrients.

- To gain basic knowledge of nutrition.
- To gain knowledge about maintenance of good health.
- To understand the changes brought about in food nutrients during processing.
- To gain knowledge about calculating kcals.

10. Computer Applications (Semester 2)

Students should be able to:

- To understand the fundamentals of computers and necessary skills to operate the generic applications and standard operating systems.
- To understand and learn the art of using various applications for creating menu cards along with pricing.
- To keep updated about the latest trends happening on social media.

- SOCIAL COMMUNICATIONS MEDIA (SCMSOPHIA)

PROGRAMME OUTCOMES

I. Comprehensive Understanding of Media and Communication:

Upon completion of the SCMSOPHIA program, students will have developed a comprehensive understanding of various aspects of communication, media, journalism, advertising, film-making, photography, and radio/television production. They will be proficient in both theoretical foundations and practical skills necessary for success in diverse media-related fields.

II. Developing Social Consciousness and Critical Media Analysis:

The students will develop a strong social consciousness and adopt a critical media analysis approach. Throughout their studies, they will be encouraged to examine media's role in shaping societal perceptions, biases, and narratives. Graduates will cultivate a heightened awareness of media's power to influence public opinion and cultural norms.

III. Building responsible media professionals

Through their coursework and practical experiences, students will explore the role of media in shaping perceptions and narratives related to gender, equality, inclusiveness, and environmental sustainability. They will be encouraged to critically examine existing representations and challenge harmful stereotypes. Graduates will possess the ability to produce media content that promotes inclusivity, diversity, and gender equality. They will be equipped to address environmental challenges and inspire sustainable practices through compelling storytelling and impactful messages.

IV. Responsible and Ethical Media Skills:

Students will develop responsible and ethical media skills, considering the broader impact on diverse communities. They will be advocates for ethical and inclusive representation in media content, empowered to address social issues and amplify marginalized voices to inspire positive change.

V. Compassionate and Socially Aware Graduates:

Graduates of SCMSOPHIA will emerge as not only skilled media professionals but also compassionate and socially aware individuals. They will demonstrate empathy and understanding for various social issues, motivated to make a meaningful impact in

the media industry and society at large. The program will instill a sense of responsibility to use media skills for the betterment of society.

VI. Diverse Skill Set and Theoretical Knowledge:

The students will acquire a diverse skill set and theoretical knowledge, enabling them to pursue careers across various sectors within the media and communication industry. They will possess expertise in different media forms, storytelling techniques, communication strategies, and media production processes.

VI. Versatility in Employment:

Upon completion of the programme, students will be well-prepared to take on challenging roles in traditional media outlets, digital media, corporate communication departments, advertising agencies, film production houses, research organizations, and other relevant domains. Their education will instil adaptability and flexibility to thrive in the rapidly evolving media landscape. The student will be equipped for a career as news anchors, reporters, or correspondents for TV news channels, producing and presenting news stories to the public, a Research Analyst, Communications Specialist, Advertising Copywriter, Film Director, Film Producer, Photojournalist, Social Media Manager, Content Writer/Blogger, Radio Jockey, Public Relations (PR) Manager, Multimedia Journalist, Event Manager, Media Analyst, Documentary Filmmaker, Advertising Account Executive, Content Marketing Specialist, Media Planner/Buyer, Film Editor, Corporate Communication Specialist etc.

VII. Advocating for Positive Change:

The students will be equipped to make positive contributions and advocate for meaningful change in the media landscape and society. They will challenge stereotypes, address biases, and promote inclusive and ethical media practices.

VIII. Fostering Inclusive Representation:

SCMSOPHIA emphasizes inclusive representation in media content. Graduates will be skilled at creating content that authentically represents diverse voices, cultures, and perspectives, advocating for diversity and representation in the media industry.

IX. Sparking Conversations and Inspiring Change:

Graduates will have the ability to create compelling media content that sparks important conversations and drives social change. They will effectively use storytelling and media as a powerful tool for shedding light on pressing issues and inspiring positive action.

X. Lifelong Learners and Critical Thinkers:

The students will develop a spirit of curiosity and continuous learning, becoming critical thinkers who approach media and communication with a discerning eye. They will adapt to new technologies, emerging trends, and evolving media practices throughout their careers.

XI. Building a Network of Media Professionals:

Throughout the program, students will have opportunities to collaborate with industry professionals, build connections, and gain real-world experience through internships and projects. They will leave SCMSOPHIA with a strong network of media professionals to support their career growth and development.

XII. Positive Impact in the Media Industry and Society:

Ultimately, graduates of SCMSOPHIA will use their skills, knowledge, and social consciousness to create media content that has a positive impact on society. They

will be at the forefront of promoting responsible media practices, fostering empathy and understanding, and advocating for a more equitable and just world through their work in the media and communication industry.

COURSE OUTCOMES FOR INDIVIDUAL COURSES:

1. Fundamental Concepts in Communication:

- Understand the nature and scope of communication and its impact on society.
- Analyse mass media systems and their role in shaping public opinion and behaviour.
- Explore the persuasive techniques used by mass media and their ethical implications.
- Examine the relationship between media and social change.

2. Broadcast Journalism:

- Acquire the skills to produce TV news reports and features adhering to ethical guidelines.
- Understand the newsroom hierarchy and the daily newscast cycle.
- Investigate the watchdog role of media and its importance in society.
- Gain practical experience in shooting, editing, and scripting for TV news.

3. Communications Research:

- Comprehend the research process and its ethical considerations.
- Distinguish between qualitative and quantitative research methods.
- Learn to design and conduct media-related research studies.
- Apply statistical and analytical techniques to analyse media data.

4. Media Ethics and Law:

- Explore the historical and ethical context of media and its role in conflicts.
- Understand the legal aspects of media, including freedom of speech, defamation, and copyright.
- Analyse the impact of media monopoly and its implications.
- Develop an understanding of censorship issues in media.

5. Print Journalism:

- Learn the principles of journalism, reporting, and news writing.
- Understand the process of editing, page making, and distribution in print media.
- Investigate specialized genres and new media trends in journalism.
- Produce a print magazine and long-form biographical pieces on women.

6. Advertising:

- Comprehend the fundamentals of advertising, agency functions, and consumer behaviour.
- Learn about advertising and marketing research techniques.
- Understand the creative process in advertising.
- Develop a multimedia social awareness campaign as part of practical work.

7. Corporate Communication:

- Understand the role of media, digital media, and entertainment in corporate communication.
- Explore crisis communication and internal communication strategies.
- Learn event management and its role in corporate communication.
- Manage the Media Mirror event as part of practical work.

8. Film:

- Gain an overview of the history of world cinema and Indian cinema.
- Analyse film as an art form and its psychological and sociological aspects.
- Explore film techniques and scripting for films.
- Produce film-related practical work, including screening and scripting.

9. Photography and Film-Making:

- Learn the basics of still photography and photography appreciation.
- Understand cinematic techniques in film-making.
- Apply photography and film-making skills to practical projects.

10. Radio and Television:

- Explore the history, structure, and programming strategy of TV and radio channels.
 - Gain knowledge of TV broadcast technology and audiovisual medium techniques.
 - Understand scripting and direction for TV and radio production.
 - Produce radio and TV content as part of practical work, including public service spots and video documentaries.
-