Program Name	Program Outcome
Master of Arts in Entertainment, Media and Advertising (M.A.E.M.A)	PO1: The program will primarily enable the students to understand & appreciate the relevance of Media (Social science/ Interdisciplinary) research. PO2: This program will provide an excellent foundation for Doctoral & Post-Doctoral research in Media & Communication studies - in fields of Advertising, Entertainment & Media. PO3: The program will enhance their ability to hone their analytical skills & prepare them both for being academicians or for working in the industry. PO4: It will enable them to have a 360-degree perspective on the nuances of Media industries & Interdisciplinary or allied industries as well. PO5: This program highlights amalgamation of humanities, Social Sciences& New Media into Advertising, Media & Entertainment to make students aware of developments both in the global & local spheres. PO6: In this program there is an emphasis on Culture, Communication networks in Societies & it showcases how different cultures are reflected in various practices, systems & beliefs in both different parts of the country & the world. PO7: This program will equip the learners with professional skills essential for making career in Entertainment industry, Cinema, Television, OTT Platforms, social media platforms etc. PO8: Students would demonstrate the ability to apply ethical principles in a variety of creative, cinematic, organizational, Advertising and venues in New Media. PO9: Learners will understand mass media as a system of interrelated forces, including historical foundations, technological advances, economic dynamics, regulatory constraints. PO10: They will be better equipped to grasp the complex relationship between communication/media theories and a diverse set of individual, social, and professional practices. PO11: Learners will understand the underlying philosophical assumptions of, and be able to apply, communication research methods to address a range of media texts and audiences.

Program Name and Semester	Master of Arts in Entertainment, Media and Advertising (M.A.E.M.A), **Semester -I**

Course Name	Course Outcome
Overview I: Print, Radio, Television and Advertising	CO1: To understand the scope, functioning of Media Industry. CO2: To relate the behavior of Indian Media Economy. CO3: To interpret mass media as a system of interrelated forces, technological advances and economic dynamics.
Overview II: Film, Digital, Events, Gaming and Animation	CO1: To identify the differences and similarities in mass media. CO2: To understand the scope, functioning of Media Industry. CO3: To relate the behavior of Indian Media Economy. CO4: To analyze mass media as a system of interrelated forces, technological advances and economic dynamics.
Media Communication Theories	CO1: To reflect and critically evaluate theory related to Media and Communications. CO2: To gain fundamental knowledge of the central theories in the Media and Communications discipline. CO3: To apply specific paradigms for critical thinking to mass communication.
Media Management	CO1: To understand how to manage the different types of Media. CO2: To analyze the Organizational structures & the economics of the same. CO3: To compare alternative sources of finance and investment opportunities and their suitability in particular circumstances.

Program Name and Semester	Master of Arts in Entertainment, Media and Advertising (M.A.E.M.A), **Semester -II**

Course Name	Course Outcome
Introduction to Media Research	CO1: To understand the basic concepts of research. CO2: To write their own research paper, review research literature and even conduct research in the field of communication and media. CO3: To be well equipped for their dissertation work which will be introduced in semester IV.
Media Marketing (IMC)	CO1: To understand the concept of marketing management. CO2: To interpret the importance of marketing in the ever changing market dynamics. CO3: To identify the various tools available for their help and how can they use efficiently each tool to meet their marketing objectives. CO4: To evaluate marketing plan, market research and be able to use the consumer insights to develop the marketing plans. CO5: To efficiently use IMC tools.
Media Finance & Accounting	CO1: To understand basic terms of finance. CO2: To know nuances of finance. CO3: To understand pricing as an important element of business. CO4: To analyze the basics of balance sheet analysis of profitability.
Entrepreneurship, Innovation & Media Laws	CO1: To weave creative ideas into business plans. Ideate new business plans and analyze its feasibility using the concepts learnt in the course. CO2: To pitch their ideas confidently. CO3: To negotiate and Bargain. CO4: To identify different business-related laws and media laws and their usage and use appropriately in their professional life.

Program Name and Semester	Master of Arts in Entertainment, Media and Advertising (M.A.E.M.A), **Semester -III**

Specialization: Film and Television

Course Name	Course Outcome
Broadcast Business Management	CO1: To enable the student in understanding the dynamics of the Broadcast Business. CO2: Programming and Management space. CO3: To understand the television and radio production and content management. CO4: To interpret the dynamics of television and radio distribution. CO5: To understand the concept of content acquisition.
Film Production & Content pipeline	CO1: To gain knowledge about the basics involved in a media project management. CO2: To understand the basic project production workflow and management. CO3: To evaluate about the role of a project manager. CO4: To help understand the details involving a new business project or proposal.
An Orientation to New Media Technologies	CO1: To understand the new trends and technological advancement in the new media space. CO2: To develop programming strategies in the new media space. CO3: To learn to use the new medium in advertising. CO4: To understand various online platforms and technologies.
Television & Radio Production & Programming	CO1: To understand the various elements of programming in the broadcast space. CO2: To understand the dynamics of Fiction, Non-Fiction and Documentary programming. CO3: To access the dynamics of niche content. To understand the various elements of programming in the broadcast space for news and specialized events. CO4: To evaluate the dynamics of news room management. CO5: To relate the dynamics of live and special events and coverage.

Specialization: Advertising and Marketing Communication

Course Name	Course Outcome
Account Planning &Media Business	CO1: To understand the account planning process. CO2: To understand the roles and responsibilities of and account planner / manager. CO3: To have deeper insights into the functioning of the agency and the account planning team. CO4: To summarize the pitching process for clients.
Media &Consumer Behavior	CO1: To understand the and analyze consumer buying behavior for account planning process. CO2: To get details about various consumer buying behavior pattern. CO3: To learn about consumer classification on basis of various factors. CO4: To interpret the intricacies of needs and desires and its effect on buying pattern.
Strategic Brand Management	CO1: To understand the meaning and significance of brand management. CO2: To build and sustain brand. CO3: To identify various sources of brand equity. CO4: To implement different strategies and manage brand.
Advertising Agency Structure & Management	CO1: To understand the structure of an advertising agency. CO2: To describe about the various departments and their working to get to know about various types of agency. CO3: To relate agency revenue generation sources.
Media Planning and Buying	CO1: To understand the structure of an advertising agency. CO2: To relate the various departments and their working to get to know about various types of agency. CO3: To identify agency revenue generation sources.

Program Name and Semester	Master of Arts in Entertainment, Media and Advertising (M.A.E.M.A), **Semester -IV**

Specialization: Film and Television

Course Name	Course Outcome
Media Research Analytical Skills	CO1: To introduce the basic concepts of research. CO2: To introduce specific cases, research on media effects, analysis findings, and methods. CO3: To emphasize on the use of research in media work and digital entertainment media marketing. CO4: To lay the groundwork and is a prerequisite for an advanced course in Semester IV.
Business Plan and Negotiation Skills	CO1: To understand the need of a business plan. CO2: To interpret the pitching process. CO3: To learn and develop skills for pitching and collaborations. To learns the various production trends in the industry. CO4: To understand the very nature and characteristics of negotiation CO5: To relate the process of negotiation. CO6: To learn and enhance Negotiation Skills.
Dissertation / Field Project	CO1: To work in a real environment. CO2: To get first hand feel at handling live projects and understand the business world. CO3: To create industry ready professionals. CO4: To take a live business project as part of their curriculum. This will not only make the student an industry ready professional but also reduce the gap of bookish knowledge vs actual market knowledge. CO5: To enable entrepreneurship abilities in them.

Specialization: Advertising and Marketing Communication

Course Name	Course Outcome
Media Research Analytical Skills	CO1: To introduce the basic concepts of research. CO2: To introduce specific cases, research on media effects, analysis findings, and methods. CO3: To emphasize on the use of research in media work and digital entertainment media marketing. CO4: To lay the groundwork and is a prerequisite for an advanced course in Semester IV.
Digital and Socials Media Advertising & Marketing	CO1: To understand the new developing avenues of advertising in the digital space.

Course Name	Course Outcome
	CO2: To learn the dynamics and practical aspects of social media marketing and advertising. CO3: To build interactivity in advertising in the digital world. CO4: To build interactivity in advertising in the digital world. CO5: To access the importance of digital and web advertising. CO6: To understand the process of negotiation. CO7: To enhance Negotiation Skills.
Dissertation / Field Project	CO1: To work in a real environment. CO2: To get first hand feel at handling live projects and understand the business world. CO3: To create industry ready professionals. CO4: To take a live business project as part of their curriculum. This will not only make the student an industry ready professional but also reduce the gap of bookish knowledge vs actual market knowledge. CO5: To enable entrepreneurship abilities in them.