

## **Programme Outcomes, Programme Specific Outcomes and Course Outcomes for PG Programmes**

**Programme Name: M.A. in Mass Communications & Journalism**

*Number of Semesters: 04*

### **Programme Outcomes**

- To inculcate concepts of communication, its role and importance in society.
- To impart the knowledge of Mass communication & Journalism covering a wide areas of studies.
- To impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.
- To apply the objectivity and critical thinking for communicating to masses through a variety of mediums such as Short Films, Documentary Films, PTC for Television, Advertising and PR Campaign, Event Management, News Paper Production for Print.
- Create awareness to become an enlightened citizen as well as a dynamic professional with commitment to deliver one's responsibilities strictly adhering to highest standard of ethics and professionalism.
- In the ever evolving dynamics of communication and society continue to acquire relevant knowledge and skills appropriate to professional activities.

### **Programme Specific Outcomes**

- Understanding the fundamental relations between society, culture and communication.
  - Provide advanced knowledge on communication theories and models.
  - Introduce students to the practical arena of exploring the potential of communication tools to become an able communicator.
  - To develop the learner into competent and efficient Media & Entertainment Industry ready professionals
  - To inculcate professional ethics, values of Indian and global culture.
  - Assist students in preparing for competitive all India entrance exams e.g. NET, SET etc
- To prepare socially responsible media academicians, researchers, professionals with global vision.

## **Programme Outcomes, Programme Specific Outcomes and Course Outcomes for PG Programmes**

**Programme Name:** Master of Commerce (M.Com)

- **Nature of the Program:** M.Com is two year full time post-graduate degree programme. To keep conformity with the requirements of Choice Based Credit System, provisions have been made for Core Courses, Skill Enhancement Courses and Discipline Specific Elective Courses; this is based on a cafeteria approach to choosing dual specialization. The sixteen core courses have been enumerated to be offered in Semester I and Semester II; i.e., eight core courses are to be taught in each semester. The students will also have four skill enhancement courses in the 3<sup>rd</sup> and 4<sup>th</sup> Semesters. They will have the opportunity of selecting 10 subject specific elective courses to pursue dual specialization for their future career.

**Program Outcome 1.** Fundamental knowledge in different functional areas of management, managerial principles, economic theory and quantitative techniques of decision-making like Statistics and Operations Research are imbibed by the students .

**Program Outcome 2.** Managerial skill of the students are developed by adopting practical approaches such as case study, business games, assignment writing and application of digital technology

**Program Outcome 3.** Students get adequate exposure to operational procedures in Finance, Marketing, HRD, Banking, Insurance, Accounting, Taxation, International Business and Operations Management.

**Program Outcome 4.** Students are equipped with dual specialization such a combination of Finance and Marketing or Finance and Human Resource Development or Marketing and HRD so as to make them useful human resources to cater to multiple tasking demands in industry .

**Program Outcome 5.** Students interested in pursuing academic careers acquire the ability to bond with their specializations and come up with primary ideas of research to be carried in their respective fields.

### **Programme Specific Outcomes**

- 1 - Students develop the ability to comprehend and imbibe core and functional management concepts, business environment and domain specific knowledge.

**2** - Equip the students with requisite knowledge, skills and right attitude necessary to provide effective leadership in a global environment.

**3** - Develop competent management professionals with strong ethical values, capable of assuming a pivotal role in various sectors of the Indian Economy and Society, aligned with the national priorities.

**4** - Develop skills for analysing of the business data, application of relevant analysis, and problem solving in other functional areas such as marketing, finance, business strategy and human resources etc.

**5** - Develop attributes for research in academics and applied research for industry .

## **Programme Outcomes, Programme Specific Outcomes and Course Outcomes For PG Programmes**

**Programme Name: Master of Business Administration (M.B.A)**

***Number of Semesters: 04 (Four) Semesters***

### **Programme Outcomes**

- Master of Business Administration (MBA) is a two-year full time programme with dual specialization offered by the Department of Management (M.B.A), University of North Bengal.
- The Programme is designed to develop future managers with Dual Specializations in the area of Marketing Management, Financial Management, Human Resource Management and Systems & Operations Management with choice based elective subjects (CBCS).

### **Programme Specific Outcomes**

- This MBA Programme aims at developing qualified future managers with proper education, training, research and consultancy orientations.
- It aims at grooming budding business professionals into true management leaders by imparting quality education, training them to challenge the convention and think innovatively.
- Emanate Leadership, Creativity, Attitude, Skills, Passions and Learning from its every corner to cast its rays towards empowering business excellence in the Industry and academia.
- Understand the application of theoretical studies into the real time application based approaches through Case based study, Internship and on-job training method.
- Understand on the problem-solving and strategic planning ability, enhancing the analytical skills and the ability to cope with demands and challenges.

## **Programme Outcomes, Programme Specific Outcomes and Course Outcomes for PG Programmes**

**Programme Name: Master of Social Work (MSW)**

*Number of Semesters: Four.*

### **Programme Outcomes**

- Opportunity to provide higher education in social science.
- Giving scope to the students living in a relatively remote region to study Post Graduation.
- Enriching the young students with knowledge of society at a higher level.

### **Programme Specific Outcomes**

- Providing scope for employment of students in different sectors.
- Preparing future teachers in sociology.
- Educating sociology students and providing them opportunity to get firsthand knowledge of society.
- Providing students knowledge to carry out research and understand society in depth.