



PDEU

PANDIT DEENDAYAL ENERGY UNIVERSITY

Formerly Pandit Deendayal Petroleum University (PDPU)

SCHOOL OF LIBERAL STUDIES M.A. (Mass Communication) Programme Outcomes

PO 1	Domain Knowledge	Demonstrate critical thinking and analysis of major concepts, empirical findings, historical trends, and literature in the field of Mass Communication.
PO 2	Problem Analysis	Ability to use enquiry and critical thinking in their scientific approaches to problem analysis.
PO 3	Design/ Development of solutions	Apply research methodologies, data analysis and interpretations to address real-life issues and reduce research gaps.
PO 4	Conduct Investigations of Complex Problems	Develop competence for working in a collaborative manner and address problems with valid and scientific solutions.
PO 5	Modern Tool Usage	Practice and use of modern tools and equipment to produce media artifacts.
PO 6	The Citizen and the Society	Understand the value of empirical evidence and act ethically in their role and responsibility as members of society.
PO 7	Environment and Sustainability	Acquire practical skills to apply them in individual, interpersonal, group and societal context.
PO 8	Ethics	Follow the ethical and professional guidelines governing the use of mass media in the community.
PO 9	Individual and Teamwork	Ability to communicate and collaborate with diverse teams effectively and respectfully.
PO 10	Communication	Acquire effective and empathetic communication skills to engage in discussions with peers and clients in academic and professional contexts.
PO 11	Project Management and Finance	Ability to use project management and financial skills in the implementation of empirical research and practical projects.
PO 12	Life-long Learning	Ability and motivation to indulge in life-long learning in academic and professional fields, and implement the learning on a societal level.



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