

**Program outcomes:**

MBA (Media Management): Students gain expertise in the dynamics of media industry, media planning, media buying, media economics, creating content for media including writing for media, photography, audio-visual content and multimedia content creation for online media. Students also gain skills in working with the advertisement and public relations industry and other allied media industries. Students are also trained in working with human resources in the media industry, planning and executing media campaigns, quality control in media business and understand the dynamics of e-business. After the completion of the course, students have the skills needed to work in the media industry as media managers, content creators for media, as production managers, and to work in the many allied industries of mainstream media. Since the students are trained in new and emerging technologies, they are able to work for industries that rely on online management of business and commerce.

MCI: Students gain expertise in creating content for media including writing for media, photography, audio-visual content and multimedia content creation for online media. They are also trained in media planning, media buying and media economics. Students also gain skills in working with the advertisement and public relations industry and other allied media industries. Students are also trained in working with human resources in the media industry, planning and executing media campaigns, quality control in media business and understand the dynamics of e-business. After the completion of the course, students have the skills needed to work in the media industry as content creators for media, as production managers and executives, in reporting and editing areas in print, electronic and on line media also and to work in the many allied industries of mainstream media. Since the students are trained in new and emerging technologies, they are able to work for industries that rely on crating content online for business and commerce.