Criterion II

Teaching- Learning and Evaluation

RAJAGIRI COLLEGE OF MANAGEMENT AND APPLIED SCIENCES

RAJAGIRI VALLEY P.O, KAKKANAD, KERALA 682039

An ISO 9001 : 2015 Certified Institution

Affiliated to Mahatma Gandhi University, Kottayam and Approved by AICTE

2.6 **Student Performance and Learning Outcomes**

2.6.1 Learning Outcomes of Postgraduate Programme

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Programme Outcomes (PO) of Postgraduate Programme

PO1: Domain Knowledge: Our graduates will be able to apply knowledge with practicality and conceptual clarity.

PO2: Reflective response to socio-ethical issues: Our graduates will be able to identify and solve socio-ethical challenges.

PO3: Entrepreneurship: Our graduates are influenced to invent and build their firm.

PO4: Problem-solving: Our graduates can evaluate and solve complex situations by acquired knowledge.

PO5: Decision making: Our graduates will apply critical thinking and logical reasoning to assess the potential outcomes of different choices.

PO6: Communication: Our graduates can make use of effective communication skills for interaction in personal and professional environments.

PO7: Creative and research acumen: Our graduates will be able to formulate research design.

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M.Com Finance and Taxation (SF)

Programme Specific Outcomes (PSO)

PSO No.	Programme Specific Outcomes (PSO)
PSO 1:	Our graduates are able to adapt managerial and professional skills to meet the expectations of the modern corporate world.
PSO 2:	Our graduates are able to develop quantitative aptitude and analytical skills.

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Semester I

Course Code	CM010101					
Course Title	Specialized Accounting					
Department	Commerce					
Programme	M.Com Finance and Taxation (SF)					
Semester	I					
Course Type	Core					
Credit	4	Hrs/Week	5	Total Hours	90	
CO No.	**Expected Course Outcomes** Upon completion of this course students will be able to:				**Cognitive Level**	**PO, PSO No.**
CO1	Apply the Accounting Standards in practical problems				Ap	PO1
CO2	Apply the procedure to prepare post amalgamation statements				Ap	PO1
CO3	Explain emerging areas in accounting				U	PO1
Cognitive Level: R- Remember, U-Understanding, Ap-Apply, An-Analyze, E-Evaluate, C-Create						

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Course Code	CM010102				
Course Title	Organizational Behavior				
Department	Commerce				
Programme	M.Com Finance and Taxation (SF)				
Semester	I				
Course Type	Core				
Credit	3	Hrs/Week	5	Total Hours	90
CO No.	**Expected Course Outcomes** Upon completion of this course students will be able to:			**Cognitive Level**	**PO, PSO No.**
CO1	Understand the concepts of organization behavior.			U	PSO1
CO2	Evaluate individual behavior, group behavior, and leadership within the context of organizational behavior.			E	PO5
CO3	Apply principles of change management to effectively navigate organizational transitions, manage stress in the workplace according to the work culture.			Ap	PO6
Cognitive Level: R- Remember, U-Understanding, Ap-Apply, An-Analyze, E-Evaluate, C-Create					

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Course Code	CM010103				
Course Title	Marketing Management				
Department	Commerce				
Programme	M.Com Finance and Taxation (SF)				
Semester	I				
Course Type	Core				
Credit	4	Hrs/Week	5	Total Hours	90

CO No.	Expected Course Outcomes Upon completion of this course students will be able to:	Cognitive Level	PO, PSO No.
CO1	Analyze marketing management processes including marketing mix and customer relationship management, with comprehension and application skills.	An	PSO1
CO2	Evaluate segmentation, targeting, and positioning strategies, using consumer behavior knowledge to formulate effective plans, employing analysis and synthesis.	E	PSO1
CO3	Critically assess product and brand management principles, considering factors influencing consumer behavior and service quality dimensions, utilizing critical thinking.	E	PSO1
Cognitive Level: R- Remember, U-Understanding, Ap-Apply, An-Analyze, E-Evaluate, C-Create			

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Course Code	CM010104				
Course Title	Management Optimization Techniques				
Department	Commerce				
Programme	M.Com Finance and Taxation (SF)				
Semester	I				
Course Type	Core				
Credit	4	Hrs/Week	5	Total Hours	90
CO No.	**Expected Course Outcomes** Upon completion of this course students will be able to:			**Cognitive Level**	**PO, PSO No.**
CO1	Understand the origin, features & applications of O.R, O.R. models and Linear programming models, and different methods of solving it.			U	PO1
CO2	Apply the concept of L.P. in solving Transportation & Assignment problems.			Ap	PSO2
CO3	Apply decision making principles to solve decision making problems and network analysis techniques for project implementation			Ap	PSO2
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Course Code	CM010105				
Course Title	Methodology for Social Science Research				
Department	Commerce				
Programme	M.Com Finance and Taxation (SF)				
Semester	I				
Course Type	Core				
Credit	4	Hrs/Week	5	Total Hours	90
CO No.	**Expected Course Outcomes** Upon completion of this course students will be able to:			**Cognitive Level**	**PO, PSO No.**
CO1	Develop an understanding of the concepts of research.			U	PSO1
CO2	Gain knowledge about instrument development, validation and scaling.			E	PSO1
CO3	Understand the techniques of creating research reports.			U	PSO1
Cognitive Level: R- Remember, U-Understanding, Ap-Apply, An-Analyze, E-Evaluate, C-Create					

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Semester II

Course Code	CM010201				
Course Title	Advanced Corporate Accounting				
Department	Commerce				
Programme	M.Com Finance and Taxation (SF)				
Semester	II				
Course Type	Core				
Credit	4	Hrs/Week	5	Total Hours	90

CO No.	Expected Course Outcomes Upon completion of this course students will be able to:	Cognitive Level	PO, PSO No.
CO1	Develop the ability to prepare consolidated financial statements of group companies.	Ap	PO1
CO2	Evaluate the learner with the accounting procedures of liquidation of companies.	E	PO5
CO3	Develop an understanding about the preparation of accounts of special line of business-like shipping, hospitals and hotels.	U	PO1
Cognitive Level: R- Remember, U-Understanding, Ap-Apply, An-Analyze, E-Evaluate, C-Create			

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Course Code	CM010202				
Course Title	Human Resource Management				
Department	Commerce				
Programme	M.Com Finance and Taxation (SF)				
Semester	II				
Course Type	Core				
Credit	3	Hrs/Week	5	Total Hours	90
CO No.	**Expected Course Outcomes** Upon completion of this course students will be able to:			**Cognitive Level**	**PO, PSO No.**
CO1	Familiarize the basic concepts of Human Resources Management.			U	PO1
CO2	Acquire deep knowledge about various aspects of training.			U	PSO2
CO3	Understand IR.			U	PSO2
Cognitive Level: R- Remember, U-Understanding, Ap-Apply, An-Analyze, E-Evaluate, C-Create					

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Course Code	CM010203				
Course Title	International Business And Finance				
Department	Commerce				
Programme	M.Com Finance and Taxation (SF)				
Semester	II				
Course Type	Core				
Credit	4	Hrs/Week	5	Total Hours	90
CO No.	**Expected Course Outcomes** Upon completion of this course students will be able to:			**Cognitive Level**	**PO, PSO No.**
CO1	Analyze the essence, differences, motives, challenges, and ethical aspects of international business, employing comprehension and evaluation skills.			An	PSO1
CO2	Evaluate foreign market entry strategies, modes, stages of internationalization, and the EPRG framework, utilizing analysis and synthesis.			E	PO3
CO3	Examine globalization's components, drivers, advantages, disadvantages, and its relationship to international business, analyzing trade strategies, barriers, economic institutions, and the monetary system, employing critical thinking.			An	PSO1
Cognitive Level: R- Remember, U-Understanding, Ap-Apply, An-Analyze, E-Evaluate, C-Create					

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Course Code	CM010204				
Course Title	Quantitative Techniques				
Department	Commerce				
Programme	M.Com Finance and Taxation (SF)				
Semester	II				
Course Type	Core				
Credit	4	Hrs/Week	5	Total Hours	90

CO No.	Expected Course Outcomes Upon completion of this course students will be able to:	Cognitive Level	PO, PSO No.
CO1	Select the appropriate probability distribution to model real-world scenarios.	Ap	PSO2
CO2	Identify the suitable nonparametric test for testing a hypothesis.	Ap	PSO2
CO3	Understand the basic principles of Statistical Quality Control.	U	PSO2
Cognitive Level: R- Remember, U-Understanding, Ap-Apply, An-Analyze, E-Evaluate, C-Create			

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Course Code	CM010205					
Course Title	Strategic Management					
Department	Commerce					
Programme	M.Com Finance and Taxation (SF)					
Semester	II					
Course Type	Core					
Credit	4	Hrs/Week	5	Total Hours	90	
CO No.	**Expected Course Outcomes** Upon completion of this course students will be able to:				**Cognitive Level**	**PO, PSO No.**
CO1	Understand the theoretical foundations of strategic management.				U	PSO1
CO2	Develop an idea about the strategy formulation process at all level of business.				U	PSO1
CO3	Understand various tools of strategic planning, evaluation, modes of implementation and control of strategies.				E	PO6
Cognitive Level: R- Remember, U-Understanding, Ap-Apply, An-Analyze, E-Evaluate, C-Create						

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Semester III

Course Code	CM010301				
Course Title	Strategic Financial Management				
Department	Commerce				
Programme	M.Com Finance and Taxation (SF)				
Semester	III				
Course Type	Core				
Credit	5	Hrs/Week	6	Total Hours	108

CO No.	Expected Course Outcomes Upon completion of this course students will be able to:	Cognitive Level	PO, PSO No.
CO1	Understanding the concepts of Financial Management to create effective strategies for organizations.	U	PO1
CO2	Apply Financial Management techniques to optimize resource and enhance value.	Ap	PO5
CO3	Understand the concepts of Financial Management to create effective strategies for organization.	C	PO4
Cognitive Level: R- Remember, U-Understanding, Ap-Apply, An-Analyze, E-Evaluate, C-Create			

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Course Code	CM010302				
Course Title	Income Tax- Law and Practice				
Department	Commerce				
Programme	M.Com Finance and Taxation (SF)				
Semester	III				
Course Type	Core				
Credit	5	Hrs/Week	7	Total Hours	126
CO No.	**Expected Course Outcomes** Upon completion of this course students will be able to:			**Cognitive Level**	**PO, PSO No.**
CO1	Understand basic income tax concepts.			U	PO1
CO2	Analyze taxable income scenarios in different heads of income.			An	PSO2
CO3	Design Tax Efficiency Plans.			C	PSO1
Cognitive Level: R- Remember, U-Understanding, Ap-Apply, An-Analyze, E-Evaluate, C-Create					

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Course Code	CM010303				
Course Title	Security Analysis and Portfolio Management				
Department	Commerce				
Programme	M.Com Finance and Taxation (SF)				
Semester	III				
Course Type	Core				
Credit	4	Hrs/Week	6	Total Hours	108

CO No.	Expected Course Outcomes Upon completion of this course students will be able to:	Cognitive Level	PO, PSO No.
CO1	Understand different avenues of investment.	U	PO1
CO2	Apply the concept of portfolio management for better investment decision by using various techniques of security analysis.	Ap	PO5
CO3	Formulate portfolio revision strategies by evaluating the portfolio.	C	PO4
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Course Code	CM800301				
Course Title	Indirect Tax Laws				
Department	Commerce				
Programme	M.Com Finance and Taxation (SF)				
Semester	III				
Course Type	Core- Elective				
Credit	4	Hrs/Week	6	Total Hours	108

CO No.	Expected Course Outcomes Upon completion of this course students will be able to:	Cognitive Level	PO, PSO No.
CO1	Understand Basic Indirect Tax Concepts.	U	PO1
CO2	Develop a clear idea about the levy and collection of tax and tax credit.	Ap	PO1
CO3	Construct knowledge regarding registration and filing of return.	Ap	PO5
Cognitive Level: R- Remember, U-Understanding, Ap-Apply, An-Analyze, E-Evaluate, C-Create			

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Semester IV

Course Code	CM010401				
Course Title	Advanced Cost and Management Accounting				
Department	Commerce				
Programme	M.Com Finance and Taxation (SF)				
Semester	IV				
Course Type	Core				
Credit	5	Hrs/Week	6	Total Hours	108

CO No.	Expected Course Outcomes Upon completion of this course students will be able to:	Cognitive Level	PO, PSO No.
CO1	Understand activity-based costing methods and how it is more beneficial than conventional methods.	U	PO1
CO2	Apply the marginal costing principles in managerial decision making and evaluate standard costing techniques.	Ap	PO5
CO3	Analyze the practical cases of pricing under different situations & transfer pricing.	An	PSO2
Cognitive Level: R- Remember, U-Understanding, Ap-Apply, An-Analyze, E-Evaluate, C-Create			

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Course Code	CM010402				
Course Title	Income Tax – Assessment and Procedure				
Department	Commerce				
Programme	M.Com Finance and Taxation (SF)				
Semester	IV				
Course Type	Core				
Credit	5	Hrs/Week	7	Total Hours	126
CO No.	**Expected Course Outcomes** Upon completion of this course students will be able to:			**Cognitive Level**	**PO, PSO No.**
CO1	Compute and assess tax liabilities for entities.			An	PO5
CO2	Analyze assessment procedures and tax payment mechanisms.			An	PO5
CO3	Create tax planning strategies.			C	PO7
Cognitive Level: R- Remember, U-Understanding, Ap-Apply, An-Analyze, E-Evaluate, C-Create					

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Course Code	CM800401				
Course Title	Derivatives and Risk Management				
Department	Commerce				
Programme	M.Com Finance and Taxation (SF)				
Semester	IV				
Course Type	Core – Elective				
Credit	4	Hrs/Week	6	Total Hours	108
CO No.	**Expected Course Outcomes** Upon completion of this course students will be able to:			**Cognitive Level**	**PO, PSO No.**
CO1	Understand various derivatives instruments for risk mitigation and speculative purposes in financial markets			U	PO1
CO2	Analyze risk management strategies using derivatives to enhance organizational resilience and protect against market volatility.			Ap	PO5
CO3	Develop proficiency in designing and implementing effective risk management frameworks integrating derivatives within the broader financial strategy of organizations.			An	PO1
Cognitive Level: R- Remember, U-Understanding, Ap-Apply, An-Analyze, E-Evaluate, C-Create					

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Course Code	CM800402				
Course Title	Personal Investment and Behavioral Finance				
Department	Commerce				
Programme	M.Com Finance and Taxation (SF)				
Semester	IV				
Course Type	Core- Elective				
Credit	4	Hrs/Week	6	Total Hours	108
CO No.	**Expected Course Outcomes** Upon completion of this course students will be able to:			**Cognitive Level**	**PO, PSO No.**
CO1	Demonstrate an understanding of financial literacy, financial discipline and financial competency.			U	PO1
CO2	Apply knowledge of behavioral finance in real financial world scenarios.			Ap	PO2
CO3	Critically examine behavioral issues in decision making and ways to overcome it.			E	PO1
Cognitive Level: R- Remember, U-Understanding, Ap-Apply, An-Analyze, E-Evaluate, C-Create					

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Course Code	CM010403
Course Title	Project Report
Department	Commerce
Programme	M.Com Finance and Taxation (SF)
Semester	IV
Course Type	Core Project
Credit	4

CO No.	Expected Course Outcomes Upon completion of this course students will be able to:	Cognitive Level	PO, PSO No.
CO1	Understand research techniques and methodology.	U	PO1
CO2	Application of scaling techniques.	Ap	PO5
CO3	Interpretation of research findings.	E	PO4
Cognitive Level: R- Remember, U-Understanding, Ap-Apply, An-Analyze, E-Evaluate, C-Create			

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M A Graphic Design

Programme Specific Outcomes (PSO)

PSO No	Programme Specific Outcomes (PSO)
PSO 1:	Our graduates will be able to apply diverse visual communication methods and technologies to create impactful communication designs.
PSO 2:	Our graduates will be able to create visual solutions by utilizing technical, historical, cultural and theoretical contexts in the field of Communication Design.
PSO3:	Our graduates will be able to adapt to the industrial advancement for future developments in Graphical Communications

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Semester I

Course Code	MM500101				
Course Title	Introduction to Visual Language				
Department	Animation and Graphic Design				
Programme	M A Graphic Design				
Semester	I				
Course Type	Common				
Credit	4	Hrs/Week	5	Total Hours	90
CO No.	**Expected Course Outcomes** Upon completion of this course students will be able to:			**Cognitive Level**	**PO, PSO No.**
CO1	Analyze principles of visual perception and composition to create cohesive visual communication designs.			An	PSO2
CO2	Evaluate the visual grammar and narrative techniques employed in diverse visual storytelling mediums.			E	PSO1
CO3	Apply a structured visual narrative based on the principles of storytelling and visual composition.			Ap	PSO3
Cognitive Level: R- Remember, U-Understanding, Ap-Apply, An-Analyze, E-Evaluate, C-Create					

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Course Code	MM500102				
Course Title	Introduction to Art: Theory and Criticism				
Department	Animation and Graphic Design				
Programme	M A Graphic Design				
Semester	I				
Course Type	Common				
Credit	4	Hrs/Week	6	Total Hours	108
CO No.	**Expected Course Outcomes** Upon completion of this course students will be able to:			**Cognitive Level**	**PO, PSO No.**
CO1	Analysis of various art works from sculpture & painting from India & western countries.			An	PSO1
CO2	Appraise a personal style in art criticism citing examples.			U	PSO2
CO3	Correlate Modern art forms using conventional theories and modern-day practices.			E	PO1
Cognitive Level: R- Remember, U-Understanding, Ap-Apply, An-Analyze, E-Evaluate, C-Create					

Course Code	MM500103				
Course Title	Methods of Shooting				
Department	Animation and Graphic Design				
Programme	M A Graphic Design				
Semester	I				
Course Type	Common				
Credit	3	Hrs/Week	4	Total Hours	72
CO No.	**Expected Course Outcomes** Upon completion of this course students will be able to:			**Cognitive Level**	**PO, PSO No.**
CO1	Analyze the evolution of photography from still images to moving images.			An	PSO1
CO2	Explain video camera operation techniques by applying basic camera settings and controls, as well as various composition theories			E	PSO2
CO3	Create a cohesive visual narrative using advanced imaging techniques they learned.			C	PO4
Cognitive Level: R- Remember, U-Understanding, Ap-Apply, An-Analyze, E-Evaluate, C-Create					

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Course Code	MM040101				
Course Title	Basics of Design				
Department	Animation and Graphic Design				
Programme	M A Graphic Design				
Semester	I				
Course Type	Core				
Credit	4	Hrs/Week	5	Total Hours	90
CO No.	**Expected Course Outcomes** Upon completion of this course students will be able to:			**Cognitive Level**	**PO, PSO No.**
CO1	Analyze the fundamental elements and principles of visual design and their application in both art and design contexts.			An	PSO1
CO2	Evaluate the role of various design elements in Graphic Communication and how they convey messages effectively.			E	PSO2
CO3	Create concepts and execute final designs that effectively communicate intended messages.			C	PSO3
Cognitive Level: R- Remember, U-Understanding, Ap-Apply, An-Analyze, E-Evaluate, C-Create					

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Course Code	MM040102				
Course Title	Introduction to Digital Design				
Department	Animation and Graphic Design				
Programme	M A Graphic Design				
Semester	I				
Course Type	Core				
Credit	4	Hrs/Week	5	Total Hours	90
CO No.	**Expected Course Outcomes** Upon completion of this course students will be able to:			**Cognitive Level**	**PO, PSO No.**
CO1	Demonstrate understanding of vector and raster images, and basic tools and techniques in imaging software such as Photoshop and Illustrator, through practical assignments and exercises.			U	PSO2
CO2	Apply advanced features and tools in Photoshop and Illustrator, including text manipulation, layer organization, color correction, and image editing, to create visually appealing digital designs and illustrations.			Ap	PO1
CO3	Analyze and evaluate different techniques in print design, including the application of masks, use of smart objects, exploration of filters, and working with camera RAW files, to develop effective and creative solutions for various design projects.			An	PSO1
Cognitive Level: R- Remember, U-Understanding, Ap-Apply, An-Analyze, E-Evaluate, C-Create					

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Semester II

Course Code	MM040201				
Course Title	Typography				
Department	Animation and Graphic Design				
Programme	MA Graphic Design				
Semester	II				
Course Type	Core				
Credit	4	Hrs/Week	6	Total Hours	108

CO No.	Expected Course Outcomes Upon completion of this course students will be able to:	Cognitive Level	PO, PSO No.
CO1	Examine the artistic expression character of letter forms and typefaces.	An	PSO1
CO2	Evaluate the principles of typography through a comprehensive study of different typefaces, structures, and variations.	E	PSO2
CO3	Demonstrate the ability to create diverse visual designs using typography as the primary medium.	C	PSO3
Cognitive Level: R- Remember, U-Understanding, Ap-Apply, An-Analyze, E-Evaluate, C-Create			

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Course Code	MM040202				
Course Title	Interaction Design				
Department	Animation and Graphic Design				
Programme	M A Graphic Design				
Semester	II				
Course Type	Core				
Credit	5	Hrs/Week	5	Total Hours	90
CO No.	**Expected Course Outcomes** Upon completion of this course students will be able to:			**Cognitive Level**	**PO, PSO No.**
CO1	Examine the problem-solving and analytical skills needed for effectively creating an interactive design.			An	PO4
CO2	Create interactive design pages in Adobe Dreamweaver, utilizing HTML5's semantic elements, new structure tags, CSS3 techniques, animations, transitions, font styling, and multimedia elements.			C	PSO1
CO3	Create interactive systems that meet user requirements while enhancing usability and accessibility with the use of different design techniques.			C	PSO2
Cognitive Level: R- Remember, U-Understanding, Ap-Apply, An-Analyze, E-Evaluate, C-Create					

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Course Code	MM040203				
Course Title	Motion Design				
Department	Animation and Graphic Design				
Programme	M A Graphic Design				
Semester	II				
Course Type	Core				
Credit	3	Hrs/Week	4	Total Hours	72
CO No.	**Expected Course Outcomes** Upon completion of this course students will be able to:			**Cognitive Level**	**PO, PSO No.**
CO1	Create advanced motion graphics techniques using visually engaging animations to communicate concepts.			C	PSO3
CO2	Evaluate the effectiveness of different motion graphic styles and techniques in conveying narratives.			E	PO6
CO3	Analyze integrated motion graphics projects combining 2D and 3D elements, live footage and text to communicate concepts effectively.			An	PSO2
Cognitive Level: R- Remember, U-Understanding, Ap-Apply, An-Analyze, E-Evaluate, C-Create					

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Course Code	MM040204				
Course Title	Techniques of Applied Art				
Department	Animation and Graphic Design				
Programme	M A Graphic Design				
Semester	II				
Course Type	Core				
Credit	4	Hrs/Week	5	Total Hours	90
CO No.	**Expected Course Outcomes** Upon completion of this course students will be able to:			**Cognitive Level**	**PO, PSO No.**
CO1	Analyse the principles and techniques of digital illustration and information graphics, examining their role in visual communication and storytelling.			An	PSO1
CO2	Evaluate the effectiveness of digital illustration and information graphics in conveying information and engaging the audience.			E	PO4
CO3	Demonstrate the ability to create various types of digital illustrations and information graphics that effectively communicate concepts.			C	PSO3
Cognitive Level: R- Remember, U-Understanding, Ap-Apply, An-Analyze, E-Evaluate, C-Create					

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Course Code	MM040205				
Course Title	Introduction of Promotional Designs				
Department	Animation and Graphic Design				
Programme	MA Graphic Design				
Semester	II				
Course Type	Core				
Credit	5	Hrs/Week	5	Total Hours	90
CO No.	**Expected Course Outcomes** Upon completion of this course students will be able to:			**Cognitive Level**	**PO, PSO No.**
CO1	Experiment techniques of representation to convert complex visual images into two Dimensional representations.			Ap	PSO1
CO2	Compare different types of promotional materials.			E	PSO2
CO3	Create brand identity designs in cooperating various stationery & promotional materials.			C	PSO3
Cognitive Level: R- Remember, U-Understanding, Ap-Apply, An-Analyze, E-Evaluate, C-Create					

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Semester III

Course Code	MM040301				
Course Title	Publication Design				
Department	Animation and Graphic Design				
Programme	M A Graphic Design				
Semester	III				
Course Type	Core				
Credit	4	Hrs/Week	5	Total Hours	90
CO No.	**Expected Course Outcomes** Upon completion of this course students will be able to:			**Cognitive Level**	**PO, PSO No.**
CO1	Analyze the principles and techniques of layout design. They will examine various software tools for pagination purposes.			An	PSO1
CO2	Evaluate the effectiveness of layout design in achieving communication goals and enhancing user experience.			E	PSO2
CO3	Demonstrate the ability to create impactful layout designs for various publication platforms that effectively communicate messages and information.			C	PO6
Cognitive Level: R- Remember, U-Understanding, Ap-Apply, An-Analyze, E-Evaluate, C-Create					

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Course Code	MM040302				
Course Title	Package Design				
Department	Animation and Graphic Design				
Programme	M A Graphic Design				
Semester	III				
Course Type	Core				
Credit	4	Hrs/Week	5	Total Hours	90
CO No.	**Expected Course Outcomes** Upon completion of this course students will be able to:			**Cognitive Level**	**PO, PSO No.**
CO1	Analyze design principles to create packaging designs effectively.			An	PSO3
CO2	Evaluate structural and visual components of various packaging designs to convey brand identity.			E	PSO1
CO3	Create innovative packaging designs incorporating branding elements, typography and visual graphics.			C	PSO2
Cognitive Level: R- Remember, U-Understanding, Ap-Apply, An-Analyze, E-Evaluate, C-Create					

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Course Code	MM040303				
Course Title	Programming for Designers				
Department	Animation and Graphic Design				
Programme	M A Graphic Design				
Semester	III				
Course Type	Core				
Credit	4	Hrs/Week	5	Total Hours	75

CO No.	Expected Course Outcomes Upon completion of this course students will be able to:	Cognitive Level	PO, PSO No.
CO1	Develop interactive and dynamic web elements using JavaScript to enhance user experience and functionality in digital design projects.	Ap	PSO1
CO2	Create database-driven web applications with PHP and integrate them with a database management system (DBMS) to manage and manipulate data effectively.	C	PSO2
CO3	Explain web hosting basics, including domain management, server configurations to maintain a website.	E	PO1
Cognitive Level: R- Remember, U-Understanding, Ap-Apply, An-Analyze, E-Evaluate, C-Create			

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Course Code	MM500303					
Course Title	Ethics and Laws for Media					
Department	Animation and Graphic Design					
Programme	M A Graphic Design					
Semester	III					
Course Type	Common					
Credit	5	Hrs/Week	5	Total Hours	90	
CO No.	**Expected Course Outcomes** Upon completion of this course students will be able to:				**Cognitive Level**	**PO, PSO No.**
CO1	Understand the general, constitutional and statutory legal framework of media law in India.				U	PO1
CO2	Evaluate the ethical standards and morality concepts in media profession.				E	PO2
CO3	Analyze the issues and challenges in media.				An	PO2
Cognitive Level: R- Remember, U-Understanding, Ap-Apply, An-Analyze, E-Evaluate, C-Create						

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Course Code	MM040304				
Course Title	Advertising Design and Branding				
Department	Animation and Graphic Design				
Programme	M A Graphic Design				
Semester	III				
Course Type	Core				
Credit	5	Hrs/Week	5	Total Hours	100
CO No.	**Expected Course Outcomes** Upon completion of this course students will be able to:			**Cognitive Level**	**PO, PSO No.**
CO1	Classify Branding according to its executional pipeline.			U	PSO1
CO2	Organize visual tools for branding utilizing brainstorming & prototyping.			Ap	PSO2
CO3	Create different promotional elements for a selected brand.			C	PSO3
Cognitive Level: R- Remember, U-Understanding, Ap-Apply, An-Analyze, E-Evaluate, C-Create					

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Semester IV

Course Code	MM860401				
Course Title	Research and Studies in Media				
Department	Animation and Graphic Design				
Programme	M A Graphic Design				
Semester	IV				
Course Type	Elective				
Credit	3	Hrs/Week	4	Total Hours	64
CO No.	**Expected Course Outcomes** Upon completion of this course students will be able to:			**Cognitive Level**	**PO, PSO No.**
CO1	Analysis of data gained from various data sources and developing media research methodologies.			An	PO2
CO2	Value teaching methodologies using Bloom's Taxonomy and modern technologies.			E	PO5
CO3	Propose and analyze research and develop a thesis.			C	PO7
Cognitive Level: R- Remember, U-Understanding, Ap-Apply, An-Analyze, E-Evaluate, C-Create					

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Course Code	MM860402				
Course Title	Web and Interactive Media				
Department	Animation and Graphic Design				
Programme	M A Graphic Design				
Semester	IV				
Course Type	Elective				
Credit	3	Hrs/Week	4	Total Hours	75
CO No.	**Expected Course Outcomes** Upon completion of this course students will be able to:			**Cognitive Level**	**PO, PSO No.**
CO1	Analyze and evaluate the theoretical and practical aspects of web and interactive media design.			An	PO1
CO2	Design a comprehensive web and interactive media project, using HTML5, CSS3, JavaScript, and other relevant programming languages and tools.			C	PSO1
CO3	Defend the web and interactive media project, showcasing critical thinking, problem-solving skills, and effective communication of design concepts.			E	PSO3
Cognitive Level: R- Remember, U-Understanding, Ap-Apply, An-Analyze, E-Evaluate, C-Create					

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Course Code	MM860403				
Course Title	Creative Painting				
Department	Animation and Graphic Design				
Programme	MA Graphic Design				
Semester	IV				
Course Type	Elective				
Credit	3	Hrs/Week	4	Total Hours	90
CO No.	**Expected Course Outcomes** Upon completion of this course students will be able to:			**Cognitive Level**	**PO, PSO No.**
CO1	Make use of different painting materials and the basic methods and tools for painting.			Ap	PSO2
CO2	Analyze simple and complex painting methods to make paintings of natural scenes and objects.			An	PSO1
CO3	Create and evaluate two unique paintings, focusing on creativity and their skills.			C	PSO2
Cognitive Level: R- Remember, U-Understanding, Ap-Apply, An-Analyze, E-Evaluate, C-Create					

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Course Code	MM020401					
Course Title	Internship					
Department	Animation and Graphic Design					
Programme	M A Graphic Design					
Semester	IV					
Course Type	OJT					
Credit	2	Hrs/Week		Total Hours		
CO No.	**Expected Course Outcomes** Upon completion of this course students will be able to:				**Cognitive Level**	**PO, PSO No.**
CO1	Apply graphic design effectively in a professional environment, reflecting on experiences to discern strengths and areas for growth.				Ap	PSO1
CO2	Collaborate proficiently within a team, articulating ideas and solutions clearly while demonstrating adaptability to diverse roles and responsibilities in a professional setting.				An	PO6
CO3	Evaluate the workflow, techniques, and technologies employed in design studios, devising inventive solutions to address identified challenges.				E	PO3
Cognitive Level: R- Remember, U-Understanding, Ap-Apply, An-Analyze, E-Evaluate, C-Create						

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Course Code	MM020402				
Course Title	Graduation Project				
Department	Animation and Graphic Design				
Programme	M A Graphic Design				
Semester	IV				
Course Type	Core				
Credit	5	Hrs/Week	10	Total Hours	180
CO No.	**Expected Course Outcomes** Upon completion of this course students will be able to:			**Cognitive Level**	**PO, PSO No.**
CO1	Analyze design briefs and client requirements, deconstructing them to identify key objectives, target audiences, and design constraints.			An	PO4
CO2	Evaluate their design solutions and prototypes against predetermined criteria, considering factors such as visual impact, usability, and alignment with project goals.			E	PSO2
CO3	Showcase their capacity to create and implement unique graphic design projects that fulfill both client requirements and project goals.			C	PSO3
Cognitive Level: R- Remember, U-Understanding, Ap-Apply, An-Analyze, E-Evaluate, C-Create					