



## **SYMBIOSIS INSTITUTE OF MEDIA & COMMUNICATION**

### **PROGRAMME SPECIFIC OUTCOMES (PSOs)**

- Our graduates would be at the forefront of media and communication industry as competent professionals, entrepreneurs and thought leaders.
- Our graduates will demonstrate critical thinking and creativity through integration and application of knowledge, skills and attitude in a value-based framework.
- Our graduates would successfully compete in the volatile, uncertain, complex and ambiguous (VUCA) global environment shaped by technological, societal and economic transformations.
- Our graduates will pursue continuous learning by engaging in further education, research and training.
- Our graduates will be ethical, committed and proactive members of the community and civil society at large practicing eco-sensitivity and social responsibility.)

### **PROGRAMME OUTCOMES (PO's)**

MBA – Communication Management Program's wide learning goals are intended to enhance student learning in the following areas: communication, ethical thinking, analytical skills, global outlook and critical thinking. Upon completion of the MBA – Communication Management Program, graduates will:

- Demonstrate professionalism, self-awareness, leadership, and effective communication skills.
- Possess the skills required to integrate concepts from various disciplines to identify and develop communication strategy.
- Demonstrate the competence to understand, manage and communicate global aspects and how it impacts the business.
- Understand and resolve the ethical issues and dilemmas faced in business.
- Imparts values and learning that enables the graduates to evolve as global citizens and receptive individuals.