Program Project Report (PPR)

**MASTER OF ARTS
JOURNALISM AND MASS COMMUNICATION**

**DIRECTORATE OF DISTANCE EDUCATION
SRM INSTITUTE OF SCIENCE AND TECHNOLOGY
KATTANKULATHUR
KANCHEEPURAM DISTRICT – 603203.**

Index

1.INTRODUCTION

The Master of Arts -Journalism and Mass Communication (M.A - JMC) in SRM Institute of Science and Technology – Distance Education Directorate aims to provide professional education in managerial skills and skills in Journalism Industry. Further it aims to give training in numerous aspects of commercial knowledge to equip the students with conceptual and analytical skills to foster positive attitudes which are essential for their development into competent and effective journalism professionals or entrepreneurs. It aims in providing a strong foundation in the area of Journalism and Mass Communication. The course is meant for students who are passionate about Journalism and Mass Communication subjects. In order to achieve these objectives SRM institute of Science and Technology developed a curriculum of M.A JMC to meet these challenges.

This course is aimed to provide advanced knowledge in business concentrating on Internal, external and societal changes in the field of Journalism and technology. The advancement of business knowledge would contribute positively towards the betterment of the society or to take up consultancy to help business unit's leverage on better decisions. This programme is offered to train students with Professional management practices in all the functional areas that are essential for effective sustainable and holistic development of individuals and organisations.

1.1 The scope of Specializations:

There is no specialization mentioned in this course

1.2 CAREER OPPORTUNITIES

M.A JMC students have career Opportunities in various wide array of fields such as:

- All TV channels, journalism industry and social media organizations
- Teaching

1.3 Teaching Pedagogy

- Lectures
- Seminars, Guest Lectures
- Web based Learning
- Experiential Training Programmes
- Presentations
- Group Discussions

1.4 Academic Counselling

In order to provide academic assistance to students, different levels of Counselling /attention will be provided by three types of coordinators viz.,

1. Academic coordinator
2. Programme coordinator
3. Course coordinator as per the UGC stipulations.

1.5 Student Support Services

- Counseling sessions will be provided to students to choose the courses of their interest and plan their courses of study for career advancement.

- Personal Contact Programme (PCP) / Face-to-Face Counseling will be held in eachsemester as part of student support services. This would help the students to interact with experts in the course and clarify doubts. However, attendance is not mandatory.

- E-Learning portal for distance education students will be a medium for the dissemination of knowledge, skill enrichment, assist in examination preparation, exchange of experience and collaborative participation.

2. PROGRAMME EDUCATION OBJECTIVES

This programme is designed for students who aspire to become a holistic Journalism professional, concentrating on functional expertise. To be a journalism leader in the future, the curriculum should concentrate on latest disciplines. The programme aims to impart necessary knowledge, skills and self-confidence to assist in effective and successful management, within constantly changing and highly competitive national and international environments.

The specific objectives of the programme are as follows:

- Graduates will be masters with journalism and communication skills for global environment.
- Graduates will have innovation skills and self-driven with multifaceted skills.
- Graduates will provide advancement of conceptual and practical knowledge in the field of journalism management to contribute to nation building while upholding ethical practices.

3. RELEVANCE OF THE PROGRAMME WITH HEI'S MISSION AND GOALS

One of the fundamental aims of education is providing opportunities for learners at all level. The M.A JMC programme offered at SRM Institute of science and Technology is to attract and build the employable graduates to the people who are not in a position to continue their education in a regular mode by means of more rewarding and inspiring environment thereby fostering freedom, empowerment, creativity and innovation through advanced technology more particularly in Distance mode also. This programme would help them to transform the individual into intellectually competent human resources which could help the upliftment of the nation. The distance mode of education is effective in imparting quality education through flexi-timings.

4. Nature of prospective target group of learners

Graduates and Working Professionals who are passionate in leadership roles. We also target the learners form special target group for Directorate of Distance Education. The special target group includes (PWD, Transgender, Defence paramilitary forces and prison inmates etc.,

5. Appropriateness of programme to acquire specific skills and competence:

Both theoretical and practical aspects of businesses are covered in order to provide

- conceptual knowledge,
- logical reasoning ability
- analytical skills
- communication skills

in the domain of journalism and mass communication. In addition, the students are provided with practical application of the concepts taught during the course to develop the skills necessary to venture into the corporate sector. Further, it facilitates an all-round development of the student by sensitizing towards the ethical and social needs of the society.

To improve their analytical skills regular sessions on numerical analysis tools using computer software like Microsoft Excel, IBM, Analysis of Current media situation effective communication etc. as part of curriculum for students' professional and personal development.

6. Instructional Design:

The institution adopts outcome-based approach which ensures effective learning experiences of students through mapping modularized course outcomes and assessment. The program is designed with flexible micro learning methodology to ease the learner engagement. The course content are designed with learner-centric approach, creative study pattern and experimental examples to provide experiential learning Both internal and industrial experts are involved in preparation of curriculum and course content. The curriculum is reviewed by set of experts, quality assurance team and Board of Studies (BoS) and approved by Academic Council.

6.1 Delivery Methodology:

Delivery methodology in SRM IST Distance learning programs is unique in many aspects. The distinct mode of imparting education at SRM IST relies on technology to take its academic programs to the doorsteps of learners far and wide. The system is more learner-oriented and the learner has to be an active participant in the learning process. It combines the features of conventional wisdom and the benefits of technology – driven techniques. A multi-channel approach is followed in knowledge acquisition.

It comprises of the following support services:

- Self-learning material
- Assignments, Projects with real time exposure
- Digital library resources
- Study material provided online
- Webinars of some periodicity
- Access to recorded lectures online and teachers who guide and support learners
- Study groups and online discussion forums
- Week-end or online orientation sessions
- Social Media groups for exchange of information and peer group interaction.

6.2 Printed and Digital Material:

The Self Learning Materials in printed form shall be provided. The Self LearningMaterial (SLM) shall be sent by registered post. The university shall not be responsible for loss or delay by the postal department. Soft copies of Self Learning Material (**E-SLM**) are also being provided to the learners through University's website at web link.

6.3 Audio and visual Lessons:

The audio and video lessons are supplementary material for the enhancement of understanding of the subject. They will be used during counselling sessions at respective Learner Support Centres. A large repository of audio-visual educational programmes has already been prepared by the Media Centre and new lessons are regularly produced and uploaded. The Classes are recorded and have been uploaded in the HEI website.

Further students can also access the video lessons available on YouTube Channel.

6.4 Personal Contact Programme (PCP):

Personal Contact Programme (PCP) will be conducted either through Online (LMS) / Face-to-Face Counselling will be held in each semester as part of student support services. This would help the students to interact with experts in the course and clarify doubts. However, attendance is not mandatory.

6.5 E- Learning Portal:

E-Learning portal for distance education students will be a medium for the dissemination of knowledge, skill enrichment, assist in examination preparation, exchange of experience and collaborative participation.

7. STRUCTURE OF MA-JMC PROGRAMME

7.1 Medium of Instruction:

The medium of instruction, examination and Project report will be English.

7.2 Commencement of academic activities

The academic year in the month of July and for the calendar year in the month of February

7.3 Registration and Enrolment for Courses

- The process of signing up for courses is called registering. Students are enrolled after they pay the prescribed fees. For a student to undergo courses he/shehas to complete both registration and enrolment.
- Students can enrol after paying the prescribed fees for the semester.

Registration and enrolment will be controlled by the office of the Directorate of Distance Education. For a student to pursue courses he/she has to complete both registration and enrolment for the courses every semester.

- If a student fails to register in any particular year with in the stipulated time, his / her registration will be cancelled for that semester. The candidate will be permitted to continue the study in a subsequent semester with proper prescribed fees governed by Directorate of Distance Education
- Registration for any course will be done under the supervision of Director (Distance Education)
- For the first semester, registration process shall be completed within a week after the confirmation of Admission.
- The student has to re-register at the beginning of each semester, from the second semester onwards, by paying the prescribed fees.
- Late registration will be permitted with a fine, decided from time to time by the directorate of Distance Education.
- Students shall be permitted to proceed from, the first semester up to final semester irrespective of their failures in any of the courses in the examinations conducted in previous semesters.
- The registration form contains the course number, course name and number of credits.

7.4 CURRICULUM

SEMESTER I

SEMESTER I							
	SUBJECT CODE	SUBJECT TITLE	L	T	P	Total of LTP	C
	MJMD1911	Principles of Mass Communication	3	1	0	4	4
	MJMD1912	Reporting and Editing for Print	3	1	0	4	4
	MJMD1913	Contemporary Issues	3	1	0	4	4
	MJMD1914	Content and Technical Writing	3	1	0	4	4
TOTAL			12	4	0	16	16

SEMESTER II

	SEMESTER II					
SUBJECTCODE	SUBJECT TITLE	L	T	P	Total of LTP	C
MJMD1921	Media Laws and Ethics	3	1	0	4	4
MJMD1922	Film Analysis	3	1	0	4	4
MJMD1923	Online Journalism	3	1	0	4	4
MJMD1924	Human Rights and Media	2	2	0	4	4
TOTAL		11	5	0	16	16

SEMESTER III

	SEMESTER III					
SUBJECT CODE	SUBJECT TITLE	L	T	P	Total of LTP	C
MJMD1931	Advertising Practices	3	1	0	4	4
MJMD1932	Development Communication	3	1	0	4	4
MJMD1933	Data Journalism	2	2	0	4	2
MJMD1934	Strategic Communication	2	2	0	4	4
TOTAL		10	6	0	16	16

SEMESTER IV

	SEMESTER IV					
SUBJECTCODE	SUBJECT TITLE	L	T	P	Total of LTP	C
MJMD1941	Communication Research Methodology	3	1	0	4	4
MJMD1942	Digital Profile	0	0	2	2	2
MJMD1943	Major Project	0	2	8	10	10
TOTAL		0	1	4	5	16
TOTAL CREDITS FOR THE COURSE		64				

TOTAL OVERALL CREDIT 64

7.5 Learning Assessment Procedure

Academic counselor except in the case of project work where an external examinermay be nominated.

The student's performance in each course, in general, is evaluated based on in semester continuous assessment (internal assessment) and end-semester examination.

An in-semester continuous assessment (also known as internal assessment) is spread through the duration of course and is done by the concerned Programme coordinator of the course.

The various assessment components are as follows:
- Assignments
- MCQ based quizzes
- Presentations
- Projects
- Field survey
- Seminars
- Group discussions/activities, etc

The end-semester examination shall have assessment from the following perspective with respect to all courses:

1. Evaluation with respect to knowledge
2. Evaluation with respect to Understanding
3. Evaluation with respect to skill
4. Evaluation with respect to Applications
5. Higher Order Thinking Skills

The assessment method of theory and practical courses is further detailed below:

(a). Theory courses - Course without any practical component

Assessment tool	Marks	Remarks
Assignment - 1	15	It will be in the form of Descriptive Question and Answers, presentation of a topic, presentation of field visit reports, Mini projects, MCQ based quizzes, in house seminars as directed by the concerned Programme coordinator of the course.
Assignment - 2	15	Further, Mini projects comprises

Assessment tool	Marks	Remarks
Total in-semester assessment	30	Individual project to be submitted by the student and presentation/Viva-voce supervised by the concerned Academic coordinator of the course
End semester Examination	70	**Duration – 3 hours**
Total	100	

(b).Theory courses - Course with practical component

Assessment tool	Marks	Remarks
Assignment - 1	15	It will be in the form of Descriptive Question and Answers, presentation of a topic, presentation of field visit reports, Mini projects, MCQ based quizzes, in house seminars as directed by the concerned Programme coordinator of the course.
Assignment - 2	15	Further, Mini projects comprises Individual project to be submitted by the student and presentation/Viva-voce supervised by the concerned Academic coordinator of the course
Total in-semester assessment	**30**	
End semester Examination-Theory	40	**Descriptive type theory questions to be answered as per program courses**
Carrying out project work and submission of record	20	Assessment components: Every experiment will carry marks for Observation, Collection of Data, Analysis, Interpretation, Inference and prompt submission of Record of Work done.
	10	Marks for Viva
Total End semester Examination	**70**	**Duration – 3 hours**
Total	**100**	

(C) Courses with only practical componentLaboratory courses

Assessment tool	Marks	Remarks
Carrying out project work and submission of record	20	Assessment components: Every experiment will carry marks for Observation, Collection of Data, Analysis, Interpretation, Inference and prompt submission of Record of Work done.
	10	Marks for Viva
Total in-semester assessment	**30**	
End semester examination	70	The nature of the end semester examination shall be informed to the students at the commencement of the course. The end semester examination will be conducted only after the last working day of the semester. The student has to appear for the end semester examination and "Ab" grade will be awarded for non-appearance.

FINAL PROJECT EVALUATION:

Final semester Major Project (MJMD1943) should be socially relevant and industry focusedones. Students are expected to incorporate the compliance regarding insurance, legal and other statutory issues pertaining to the particular industry / organization. Project has to be done by every individual student in the final semester. On the completion of Project work the student will submit a project report which will be evaluated by duly appointed internal examiner and external examiner.

The evaluation of the Project is done in two phases aggregating to marks 100 on the basis of criteria stipulated by the DDE. In Phase I, 30 marks awarded by internal faculty members. In Phase II, the balance 70 mark is awarded by way of Project Viva, evaluated by External Expert along with an internal faculty member.

Review of Report		Dissertation & Viva voce	
Component	Marks	Component	Marks

First Review	15	Presentation	10
Second Review	15	Analysis	20
		Finding and Conclusion	20
		Viva voce	20
Total	**30**		**70**

Whenever there is a deviation from procedures stated under R.10.3, as warranted by the unique nature of the course, the same will be specified by the concerned Academic Coordinator and approved by the Director of Distance Education.

END SEMESTER EXAMINATION

- ➢ Change of examination centre will not be permitted
- ➢ Registration for University Examinations is mandatory for all courses including arrear papers.
- ➢ The end semester examinations will ordinarily be conducted for academic year students during October to December in the odd semester and even semester for calendar year students whereas during March to May in the even semester for the academic year students and odd semester for calendar year students.
- ➢ The End Semester Examination will be conducted at the end of each semester.
- ➢ A student should have appeared for the end-semester examination of the prescribed course of study to become eligible for the award of the grade in that course.

EVALUATION

- ➢ The Evaluation process has been developed based on objective and scientific guidelines with due importance to continuous Internal Assessments and Term End Examinations. This is to ensure that the learners get a fair chance of proving their mettle in different platforms of evaluation.
- ➢ The complete academic performance of a student is evaluated by Internal / External Examinations
- ➢ The student performance in each course, in general, is evaluated based on in- semester assessment and end semester examination
- ➢ The maximum marks for any course will be 100 comprising of 30 marks for Internal Assessment and 70 marks for the end semester examinations.

EVALUATION RATIO:

Courses	Internal Assessment	End Semester Examination	
		Theory	Practical
Theory without Practical	30 Marks	70 Marks	--
Theory cum Practical	30 Marks	40 Marks	30 Marks
Practical Courses	30 Marks	---	70 Marks

The Internal Assessment is based on submission of assignments /Quiz/ multiple choice questions / Problem based solutions/ Practical Exercises Wherever applicable

The in-semester assessment method is further detailed below:

Course Details	Assessment Tools	Marks
Course with Theory component only	assignments / Quiz / multiple choice questions / Problem based solutions - I	15 Marks
	assignments / Quiz / multiple choice questions / Problem based solutions - II	15 Marks
Course with Theory cum practical	Theory with Practical exercises -1(Theory – 10 Marks & Practical 5 Marks)	15 Marks
	Theory with Practical exercises -2(Theory – 10 Marks & Practical 5Marks)	15 Marks
Courses with Practical	Practical exercises -1	10 Marks
	Practical exercises -2	10 Marks
	Practical exercises -3	10 Marks

Evaluation of the Project work is based on the Project Review Report submission (30 Marks) and Viva-Voce Examination (70 Marks) conducted by University.

EVALUATION RATIO:

Review of Report	Dissertation and viva voce

Component	Marks	Component	Marks
Review 1	15	Presentation	10
Review 2	15	Analysis	20
		Finding & Conclusion	20
		Viva Voce	20
Total	**30**	**Total**	**70**

Passing Requirements

A student who secures not less than 50 % of total marks prescribed for any course with a minimum of 50 % marks prescribed for the end semester examination shall be declared to have passed in the examination for that course.

COURSE WISE GRADING OF STUDENTS

Letter Grades and Grade Points (GP) Based on the aggregate of marks obtained through internal assessment and external assessment, each student is awarded a final letter grade at the end of the semester, in each Course. The letter grades and the corresponding grade points, as recommended by UGC, are as follows:

Letter Grade	Grade Points	Normalized Mark Range
O (Outstanding)	10	91-100
A+ (Excellent)	9	81-90
A (Very Good)	8	71-80
B+ (Good)	7	61-70
B (Above Average)	6	56-60
C (Average)	5	50-55
F (Fail)	0	<50 Failure due to insufficient marks in the course
Ab (Absent)	0	Failure due to non-appearance in examination

A student is considered to have successfully completed a course and earned the credits if he / she secured a letter grade other than "**F" or "Ab"** in that course. A letter grade F or Ab in any course implies a failure in that course.

A course successfully completed cannot be repeated

a. If a student fail / absent in a particular course, he/she may appear for the university examination in that course in subsequent semesters and obtain pass marks. However, the internal assessment marks obtained by the student in the first attempt shall be retained and considered valid for all subsequent attempts.

b. If a course has theory and practical components combined, then the student shall appear in the end-semester examination for both theory and practical components duly.

c. If a student has not registered or fails to register for any end semester examinations he will be permitted to register and appear for the same in the subsequent end semesters with prescribed fees.

RE-VIEW OF ANSWER SCRIPTS / SINGLE VALUATION

In case any student feels aggrieved on the final outcome of the assessment in any course, the student shall apply to the Controller of Examinations, along with the prescribed fee, for the review of end semester examination answer script, within the stipulated time after the announcement of the results of the examinations. The Controller of Examinations shall facilitate the review of the answer script jointly tobe carried out by the student and the faculty detailed for this purpose. If any discrepancy is noticed during review the same shall be rectified and the originally awarded grade accordingly amended.

RE-APPEARING FOR EXAMINATION

- Students who have secured 'F'(Fail) / 'Ab' (Absent) grade in a particular course can reappear when the end semester examination for that course is again conducted provided they satisfy eligibility conditions on or before the maximum duration of the course

- If a student obtains "F" grade or "Ab" grade in a course for which only internal assessment is applicable as per the regulations at the time of admission of the student. (Ref.R.12.7)

- If a course has both theory and practical component, then the student shall appear in the end semester examinations of both the theory and practical components.

- For project work, if a student gets a 'F' or 'Ab' grade he/she should register again for course, earn marks for reviews and project report as applicable and then appear for the final viva. Under these circumstances the student shall choose a new project topic (other than the one he/she had been associated with earlier) under the guidance of the allotted faculty member. Internal assessment is applicable as per R.12.7.1

- All applicable fees charged for the purpose of examination will apply for re-appearance courses as well.

AWARD OF LETTER GRADE

All assessment of course will be done on absolute marks basis. However for the purpose of the reporting the performance of a student, letter grades, each carrying certain points, will be awarded as per the range of total marks (out of 100) obtainedby the student (Ref: R.14.1)

GRADE SHEET

The Grade card / sheet issued by the controller of Examinations to each student,after the announcement of the results will contain the following

a. The credit of the each course

b. Letter grade obtained in each course

c. Total number of credits earned by the student upto end of that semester ineach of the course categories

d. The CGPA of all the courses taken from the First semester onwards

COMPUTATION OF SEMESTER GRADE POINT AVERAGE (SGPA) AND CUMULATIVE GRADE POINT AVERAGE (CGPA)

(i) The SGPA will be calculated according to the formula

$$SGPA = \frac{\sum_1^n C_i \times (GP)_i}{\sum_1^n C_i}$$

Where C_i= credit for the ith course, $(GP)_i$ =the grade point obtained for the i^{th}course , n= total number of courses and the sum is over all the courses taken

in that semester, including those in which the student has secured and Ab grades.

(ii) For the cumulative grade point average (CGPA) following formula is used:

$$CGPA = \frac{\sum_1^r S_i \times (SGPA)_i}{\sum_1^r S_i}$$

Where S_i = Sum of credits in i^{th} semester, (SGPA) =Semester Grade Point Average earned in ith semester rand r = number of semesters and the sum is over all the semesters under consideration.

(iii) The SGPA and CGPA shall be rounded off to 2 decimal points and reported in the transcripts

ACADEMIC DISHONESTY

When a student is found responsible for a violation of the DDE SRMIST code of conduct pertaining to academic dishonesty Malpractice in Examinations), the Office of Controller of Examinations will initiate action based on the pre-approvedprocedures. Appropriate penalty or punishment will be awarded to the student andcommunication sent to Director of Distance Education.

ELIGIBILITY FOR THE AWARD OF THE DEGREE

A Student shall be declared to be eligible for the award of the Degree provided if,

i. The student has successfully completed the course requirements and has passed all the prescribed examinations in all the Four semesters within the maximum duration

ii. No disciplinary action is pending against him/her.

CLASSIFICATION OF THE DEGREE AWARD

Class / Distinction will be awarded to the students after they successfully complete the Programme as per the norms stipulated in the following table:

Category	CGPA	Class / Distinction
Students who successfully completed the Post	≥ 8.0 (without "F" (or) "Ab" in any semester)	First Class with Distinction
Graduate Programme within the time duration of 4 Semesters	≥ 8.0 (without F (or) Ab in any semester but obtained pass grade "O" to "C" subsequently)	First Class
	≥6.0&< 8.0	First Class
	≥ 5.5 &<6.0	Second Class
	≥ 5.0 &< 5.5	Third Class
Students who cannot complete the Post Graduate	≥ 6.0	First Class
	≥ 5.5 &<6.0	Second Class
Programme in 4		

Semesters but complete it successfully within the time duration of 5 Semesters	≥ 5.0 &< 5.5	Third Class
Students who cannot complete the Post Graduate	≥ 5.5	Second Class
Programme in 5 Semesters but complete it successfully within the time duration of 8 Semesters	≥ 5.0 &< 5.5	Third Class

REVALUATION

There is no revaluation for M.A JMC programme

REVISION OF REGULATION AND CURRICULUM

The University may from time to time revise, amend or change the regulations, scheme of examinations and syllabi as found necessary.

PATTERN OF QUESTION PAPER

a) Pattern of Question Paper (Theory)

The question paper for all theory courses consists of three parts namely PART-A and PART-B.

PART-A consists of 8 questions. Any five questions to be answered, each question carries 5 marks.

Part-B consists of 15 marks questions of either or pattern for each unit (5 Units). Answer should not exceed 150 words for each questions

8. Library Resources:

SRM Institute of Science and Technology (formerly known as SRM University) has an excellent library for the benefit of students, faculties and researchers. As one of the best-established libraries according to International Standards, the University Library has a large collection of books covering various branches of Engineering and Technology, Medical and Health Sciences and Science and Humanities and its related fields.

The library is located in the 15-Storey University Administrative Block, and is spread over Ground + 3 floors of 1.50 Lakh sq ft area. The library building is:

Fully air-conditioned and automated with RFID (RadioFrequency Identification) technology

Well protected with fire alarms and CCTV security systems

Equipped with reading halls in all the floors, with reference collection

Collections

- **Books:** The resource centre has136859 volumes of books consisting of 59419 titles. The collection also includes 1550 handbooks & 200 encyclopaedias.
- **Periodicals:** The resource centre subscribes 188 National and 32 International periodicals.
- **Back volumes:** There are about 4105 back volumes.
- **Project reports:** 8235 above project thesis
- **Standards: 781** standards that include BIS, ISA & IEEE

9. Cost estimate of the program:

Minimum Duration: 2 Years

Maximum Duration: 4 Years
(Depends on the program chosen by the candidate).

Per Semester: Rs. 4,000/-

Whole Year: Rs.8,000/-

2 Years: Rs.16,000/-

10 . Quality Assurance Mechanism:

SRM Institute of Science has a well-established quality management systemin the form of Centre for Internal Quality Assurance (CIQA). There is a well- defined academic audit process. Its main functions are

OBJECTIVES:

The Centre for Internal Quality Assurance has been created as a part of quality control measures enshrined in ODL Regulations, 2017. There are several exercises in the field of distance education which require a separate set of quality parameterswhich may vary from the on campus programmes for which the IQAC is the nodal agency. The activities in ODL include highly flexible delivery systems and need primarily to be learner-centric. Hence this calls for a separate monitoring body overseeing the vital quality parameters. The formation of CIQA will ensure the adoption of qualitative distance education right through all the processes. The ODLprogrammes envisaged in SRM IST would be a dynamic model aimed at creating a broad-based, technology- assisted and a leaner-oriented model. Some of the features are:

a) To render quality service to the ODL learners
b) To constantly revisit the system based on experience and keep the ODL activities dynamic
c) To maintain quality in all the key area of ODL operations
d) All the Quality Assurance efforts will be made public and shared among allthe stake holders
e) To keep in place an effective feed-back system
f) CIQA will be the nodal body to coordinate the inter functionality among allthe departments of DDE
g) To provide interactive platforms among all players in ODL to exchange views, ideas and innovative practices
h) To ensure quality in the delivery tools form the preparation of Programme Project Report for each programme to evaluation of examination scripts
i) Maintaining accurate records of all the activities in ODL and generate reports of all kinds.

ACTIVITIES:

To achieve the objectives listed above, the following activities of CIQA will bein place:

a) The CIQA at SRM IST would meet periodically to review the ongoing activities of the Directorate of Distance Education
b) To monitor the preparation of Programme Project Report and ensure that theguidelines of the UGC are strictly adhered to
c) To oversee the preparation of SLM and suggest effective corrective measures wherever required
d) To follow up the effectiveness of Personal Contact Programmes in terms

ofits reach, coverage and participation by the students

e) To engage constantly with the UGC and MHRD and understand the implications of their guidelines

f) To be in touch with the other institutions offering ODL and familiarize withthe best practices followed elsewhere

g) To encourage research on distance education and encourage the Faculty of SRM IST to go for publications and participate in seminars and conferences.

h) To prepare reports on the progress of DDE periodically and maintain key data on ODL activities in SRM IST

i) To ensure that the learning is maximised through learner-centric approaches

FUNCTIONS

The functions of CIQA will include the following:

a) The CIQA will collect the Programme Project Report (PPR) for each programme and vet it for quality

b) It will get the PPRs approved by all the all the statutory bodies of SRM IST

c) The CIQA will ensure the implementation of all the policies pertaining todistance education of SRM IST

d) It will generate reports on various activities of DDE and make them available to the authorities of the University

e) It will ensure production of quality SLM for each programme and look forthe adoption of the guidelines of the UGC in the preparation of SLM

f) The CIQA will ensure the implementation of the UGC guidelines in everyaspect of the functioning of DDE in SRM IST.

10.1 The expected Program outcomes:

- Understand and operate with ethical, legal, security and professional integrity.
- Ability to communicate effectively and function efficiently in multidisciplinary teams.
- An ability to engage in event management and public relations
- An ability to exhibit skills to meet the industrial standards
- An ability to effectively understand the convergence happening in the industry.
- Develop skills to be a life-long learner for a globalized business for future.
- Hone entrepreneurial skills to provide innovative solutions for the needs of mankind.