**Department of XXXX**

**Manipal Academy of Higher Education, Manipal**

*Outcomes Based Education (OBE) Framework*

**XXXX Year full time Postgraduate Program**

**(Program Name)**

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1. **NATURE AND EXTENT OF THE PROGRAM**
2. **PROGRAM EDUCATION OBJECTICE (PEO)**

The overall objectives of the Learning Outcomes-based Curriculum Framework (LOCF) for **XXXXX program are as follows.**

|  |  |
| --- | --- |
| **PEO No** | **Education Objective** |
| **PEO 1** |  |
| **PEO 2** |  |
| **PEO 3** |  |
| **PEO 4** |  |
| **PEO 5** |  |
| **PEO 6** |  |

1. **GRADUATE ATTRIBUTES:**

|  |  |  |
| --- | --- | --- |
| **S No.** | **Attribute** | **Description** |
| **1** | **Disciplinary Knowledge** |  |
| **2** | **Understanding different subsets of digital marketing** |  |
| **3** | **Measurable Skills and Industry-ready Professionals** |  |
| **4** | **Effective and Influencing communication** |  |
| **5** | **Leadership readiness/ Qualities** |  |
| **6** | **Critical/ Reflective thinking & language efficiency** |  |
| **7** | **Technologically Efficient Professional** |  |
| **8** | **Ethical Awareness** |  |
| **9** | **Lifelong Learning** |  |
| **10** | **Research-related Skills** |  |
| **11** | **Cooperation/ Team work** |  |

1. **QUALIFICATIONS DESCRIPTORS**

1.

**PROGRAM OUTCOMES: After successful completion of M.A. in Digital & Creative Marketing program, Students will be able to:**

|  |  |  |
| --- | --- | --- |
| **PO No** | **Attribute** | **Competency** |
| **PO 1** | **Domain knowledge** |  |
| **PO 2** | **Problem analysis** |  |
| **PO 3** | **Design/develop solutions** |  |
| **PO 4** | **Conduct investigations of complex problems** |  |
| **PO 5** | **Modern tool usage** |  |
| **PO 6** | **Business and society** |  |
| **PO 7** | **Environment and sustainability** |  |
| **PO 8** | **Ethics** |  |
| **PO 9** | **Individual / Team work** |  |
| **PO 10** | **Communication** |  |
| **PO 11** | **Project management and finance** |  |
| **PO 12** | **Life-long learning** |  |

**FIRST YEAR:**

**Semester: 1 Semester: 2**

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|  | **Total** |  |  |  |  |  | **Total** |  |  |  |  |

\**Open electives of MOOC are Subject to availability. Additional Electives / Courses would be added to the list of electives from time to time as recommended by Academic Review Committee of the Department*

*\*\*Students can choose any two MOOC courses in a semester ( 2 credits each)*

*#Bridge course credits are compulsory however they are not considered in calculation of GPA*

**SECOND YEAR (FINAL YEAR):**

**Semester: 3 Semester: 4**

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| **Subject Code** | **Subject Title** | **L** | **T** | **P** | **C** | **Subject Code** | **Subject Title** | **L** | **T** | **P** | **C** |
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|  | **Total** |  |  |  |  |  | **Total** |  |  |  |  |

\**Open electives of MOOC are Subject to availability. Additional Electives / Courses would be added to the list of electives from time to time as recommended by Academic Review Committee of the Department*

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**Name of the Institution / Department**: DEPARTMENT OF XXXX

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| **Name of the Program:** | | | | | | | | |  | | | | | | | | | | | | | | | | |
| **Course Title:** | | | | | | | | |  | | | | | | | | | | | | | | | | |
| **Course Code:** | | | | | | | | | **Course Instructor:** | | | | | | | | | | | | | | | | |
| **Academic Year:** 2020-2021 | | | | | | | | | **Semester:** First Year, Semester 1 | | | | | | | | | | | | | | | | |
| **No of Credits:** | | | | | | | | | **Prerequisites:** | | | | | | | | | | | | | | | | |
| **Synopsis:** | |  | | | | | | | | | | | | | | | | | | | | | | | |
| **Course Outcomes (COs):** | | | | | On successful completion of this course, students will be able to | | | | | | | | | | | | | | | | | | | | |
| CO 1: | | | | |  | | | | | | | | | | | | | | | | | | | | |
| CO 2: | | | | |  | | | | | | | | | | | | | | | | | | | | |
| CO 3: | | | | |  | | | | | | | | | | | | | | | | | | | | |
| CO 4: | | | | |  | | | | | | | | | | | | | | | | | | | | |
| CO 5: | | | | |  | | | | | | | | | | | | | | | | | | | | |
| CO 6: | | | | |  | | | | | | | | | | | | | | | | | | | | |
| **Mapping of COs to POs** | | | | | | | | | | | | | | | | | | | | | | | | | |
| *COs* | *PO 1* | | *PO 2* | *PO 3* | | *PO 4* | | *PO 5* | | | *PO 6* | | *PO 7* | | *PO 8* | | *PO 9* | | | *PO 10* | | *PO 11* | | | *PO 12* |
| CO 1 |  | |  |  | |  | |  | | |  | |  | |  | |  | | |  | |  | | |  |
| CO 2 |  | |  |  | |  | |  | | |  | |  | |  | |  | | |  | |  | | |  |
| CO 3 |  | |  |  | |  | |  | | |  | |  | |  | |  | | |  | |  | | |  |
| CO 4 |  | |  |  | |  | |  | | |  | |  | |  | |  | | |  | |  | | |  |
| CO 5 |  | |  |  | |  | |  | | |  | |  | |  | |  | | |  | |  | | |  |
| CO 6 |  | |  |  | |  | |  | | |  | |  | |  | |  | | |  | |  | | |  |
| **Course content and outcomes:** | | | | | | | | | | | | | | | | | | | | | | | | | |
| *Content* | | | | | | | | | | *Competencies* | | | | | | | | | | | | | *No of Hours* | | |
| **Unit 1:** | | | | | | | | | | | | | | | | | | | | | | | | | |
|  | | | | | | | | | |  | | | | | | | | | | | | |  | | |
| **Unit 2:** | | | | | | | | | | | | | | | | | | | | | | | | | |
|  | | | | | | | | | |  | | | | | | | | | | | | |  | | |
| **Unit 3:** | | | | | | | | | | | | | | | | | | | | | | | | | |
|  | | | | | | | | | |  | | | | | | | | | | | | |  | | |
| **Unit 4:** | | | | | | | | | | | | | | | | | | | | | | | | | |
|  | | | | | | | | | |  | | | | | | | | | | | | |  | | |
| **Unit 5:** | | | | | | | | | | | | | | | | | | | | | | | | | |
|  | | | | | | | | | |  | | | | | | | | | | | | |  | | |
| **Unit 6:** | | | | | | | | | | | | | | | | | | | | | | | | | |
|  | | | | | | | | | |  | | | | | | | | | | | | |  | | |
| **Learning strategies, contact hours and student learning time** | | | | | | | | | | | | | | | | | | | | | | | | | |
| *Learning strategy* | | | | | | | | | | | *Contact hours* | | | | | | | | *Student learning time (Hrs)* | | | | | | |
| Lecture | | | | | | | | | | |  | | | | | | | |  | | | | | | |
| Seminar | | | | | | | | | | |  | | | | | | | |  | | | | | | |
| Small Group Discussion (SGD) | | | | | | | | | | |  | | | | | | | |  | | | | | | |
| Self-directed learning (SDL) | | | | | | | | | | |  | | | | | | | |  | | | | | | |
| Problem Based Learning (PBL) | | | | | | | | | | |  | | | | | | | |  | | | | | | |
| Case Based Learning (CBL) | | | | | | | | | | |  | | | | | | | |  | | | | | | |
| Clinic | | | | | | | | | | |  | | | | | | | |  | | | | | | |
| Practical | | | | | | | | | | |  | | | | | | | |  | | | | | | |
| Revision | | | | | | | | | | |  | | | | | | | |  | | | | | | |
| Assessment | | | | | | | | | | |  | | | | | | | |  | | | | | | |
| **TOTAL** | | | | | | | | | | |  | | | | | | | |  | | | | | | |
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| **Assessment Methods:** | | | | | | | | | | | | | | | | | | | | | | | | | |
| **Formative:** | | | | | | | | | | | | | | | | **Summative:** | | | | | | | | | |
| Class tests | | | | | | | | | | | | | | | | Sessional examination | | | | | | | | | |
| Assignments/presentations | | | | | | | | | | | | | | | | End semester examination | | | | | | | | | |
| Quiz | | | | | | | | | | | | | | | |  | | | | | | | | | |
|  | | | | | | | | | | | | | | | |  | | | | | | | | | |
| **Mapping of assessment with Cos** | | | | | | | | | | | | | | | | | | | | | | | | | |
| Nature of assessment | | | | | | | CO 1 | | | | | CO 2 | | CO 3 | | | | CO 4 | | | CO 5 | | | CO 6 | |
| Sessional Examination 1 | | | | | | |  | | | | |  | |  | | | |  | | |  | | |  | |
| Sessional Examination 2 | | | | | | |  | | | | |  | |  | | | |  | | |  | | |  | |
| Quiz | | | | | | |  | | | | |  | |  | | | |  | | |  | | |  | |
| Assignment/Presentation | | | | | | |  | | | | |  | |  | | | |  | | |  | | |  | |
| End Semester Examination | | | | | | |  | | | | |  | |  | | | |  | | |  | | |  | |
| Laboratory examination | | | | | | |  | | | | |  | |  | | | |  | | |  | | |  | |
| **Feedback Process** | | | | * Mid-Semester feedback * End-Semester Feedback | | | | | | | | | | | | | | | | | | | | | |
| **Reference Material** | | | |  | | | | | | | | | | | | | | | | | | | | | |

1. **PROGAM OUTCOMES (POS) AND COURSE OUTCMES (COS) MAPPING**

| **S.No.** | **Course Code** | **Course Name** | **Credits** | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** | **PO6** | **PO7** | **PO8** | **PO9** | **PO10** | **PO11** | **PO12** |
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