



**K.R. MANGALAM UNIVERSITY**  
THE COMPLETE WORLD OF EDUCATION



# SCHOOL OF EMERGING MEDIA AND CREATOR ECONOMY

Academic Session 2026-27

## SCHOOL HANDBOOK



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## 1 Introduction to K.R. Mangalam University

The K.R. Mangalam story goes back to the chain of schools that offered an alternative option of world-class education, pitching itself against the established elite schools, which had enjoyed a position of monopoly till then. Having blazed a new trail in school education, the focus of the group was aimed at higher education. With the mushrooming of institutions of Higher Education in the National Capital Region, the university considered it very important that students take informed decisions and pursue career objectives in an institution, where the concept of education has evolved as a natural process.

K.R. Mangalam University was founded in the year 2013 by Mangalam Edu Gate, a company incorporated under Section 25 of the Companies Act, 1956.

### **Vision:**

K.R. Mangalam University aspires to become an internationally recognized institution of higher learning through excellence in inter-disciplinary education, research, and innovation, preparing socially responsible life-long learners contributing to nation building.

### **Mission:**

- Foster employability and entrepreneurship through futuristic curriculum and progressive pedagogy with cutting-edge technology
- Instill notion of lifelong learning through stimulating research, Outcomes-based education, and innovative thinking
- Integrate global needs and expectations through collaborative programs with premier universities, research centers, industries, and professional bodies.
- Enhance leadership qualities among the youth understanding ethical values and environmental realities.

## 2 About School of Emerging Media & Creator Economy (SEMCE)

Established in 2015 as the School of Journalism and Mass Communication (SJMC), the School of Emerging Media & Creator Economy (SEMCE) marks K.R. Mangalam University's strategic shift towards future-ready media education. Repositioned in 2025, the school moves beyond traditional newsroom-centric models to focus on emerging media, creator-led platforms, and technology-driven storytelling and communication ecosystems.

SEMCE brings together emerging media, digital journalism, content creation, platform-based media production, communication strategy, and media entrepreneurship within a structured university framework. The school positions itself at the intersection of journalism, creator-led media, and the digital platform economy, preparing students for careers across newsrooms, creator ecosystems, digital studios, communication agencies, and media-driven startups.

SEMCE recognizes the rapid rise of the global creator economy, where individuals and small teams produce, distribute, and monetize media through digital platforms. The school therefore integrates creator economy literacy, platform strategy, monetization models, audience analytics, and personal brand development within its curriculum. Students are encouraged to build professional portfolios and creator identities alongside academic learning.

Learning at SEMCE is experiential and practice-led. Students engage in studio-based work, live projects, field assignments, workshops, internships, and portfolio development from the early stages of their academic journey. The emphasis is on 'learning by creating'. Students develop content, manage digital platforms, design communication strategies and campaigns, conduct research, and produce real media outputs through real-world briefs. This work is supported by strong academic grounding and guided mentorship.

SEMCE places strong emphasis on ethics, credibility, and social responsibility in media practice. Journalistic values, critical thinking, inclusivity, environmental awareness, and the responsible use of emerging technologies, including artificial intelligence (AI), are embedded across teaching, projects, and research. SEMCE aims to develop media professionals who can operate confidently in fast-moving digital environments while remaining grounded in integrity, public interest, and societal impact.

Aligned with the National Education Policy 2020, SEMCE follows an interdisciplinary and outcome-based approach that supports multiple graduate pathways. Students are prepared for professional practice and entrepreneurship, employment across media, communication, and creator-driven sectors, as well as higher education and research. Through this approach, the school seeks to develop confident creators, communicators, and leaders who can adapt to change and contribute meaningfully to society and nation building.

### 3 School Vision and Mission

#### 3.1 Vision Statement

To become a future-focused centre for the creator economy and emerging media that prepares creators, communicators, and media entrepreneurs for the evolving digital platform ecosystem through interdisciplinary, experiential, research-based, and technology-integrated education, while nurturing ethical, socially responsible, innovative, and industry-ready graduates who contribute meaningfully to society, culture, and nation building.

#### 3.2 Mission Statements

1. To deliver future-focused media education that integrates journalism, emerging media, and the creator economy through interdisciplinary, experiential, research-based, and technology-integrated pedagogy aligned with the evolving digital platform ecosystem.
2. To promote inquiry, innovation, and lifelong learning by encouraging critical thinking, applied research, problem-solving, and the responsible use of emerging technologies including artificial intelligence, data analytics, and digital media tools.
3. To foster employability, media entrepreneurship, and professional readiness by enabling hands-on learning through production studios, live industry projects, internships, collaborative learning, and portfolio-driven outcomes.
4. To nurture ethical, socially responsible, and reflective media professionals by embedding journalistic values, credibility, inclusivity, and environmental and societal awareness within contemporary digital and creator-led media practice.
5. To strengthen global perspectives and industry relevance through academic collaborations, research partnerships, professional bodies, and engagement with national and international media, communication, and creator economy ecosystems.
6. To develop confident creators, communicators, and media leaders capable of shaping narratives, building sustainable media ventures, and contributing meaningfully to society, culture, and nation building.
7. To support the growth of the creator economy by nurturing independent creators, digital storytellers, and media entrepreneurs capable of building sustainable and responsible media ecosystems.



## 4 Messages:

### 4.1 Vice Chancellor

There are no secrets to success. It is the result of preparation, hard work, resilience & learning from failure. I express profound happiness in welcoming every student at K.R. Mangalam University. I appreciate your choice of K.R. Mangalam University (KRMU) as a catalyst & vehicle for your successful career and happy life. We are glad to assure you that you are at one of the most employability & entrepreneurship focused universities located in one of the most happening cities in the world.

You will be blessed with a great real-world learning experience in every field of knowledge and will have plenty of opportunities to interact and learn from the best practitioners of the profession in your area of interest. a learning experience focused on holistic development encompassing the three domains of learning: Cognitive, Affective & Psychomotor. You will be welcomed with a whole new experience of learning the first day you join KRMU by having the complete learning journey of your chosen program in the form of a "Structured Learning Pathway" which depicts every event, activity and experience in detail. This will assure you a well-defined approach to learning.

I am sure your learning and stay with us will be highly exciting and productive which will immensely contribute to your life in the future. Together, we will overcome all hurdles in your holistic development. Wish you all the best and great learning with us. We at KRMU take immense pride in our teaching learning processes which are curated to develop each student holistically.

Our well-designed learning experience comprising both inside the classroom and outside the classroom promises. The best investment by far is to develop yourself by spending time every day sharpening your axe so that you become a lubricant, not seawater, to your life and career. Individual development results from what one thinks and does.

### 4.2 Dean

The School of Emerging Media and Creator Economy (SEMCE) at K.R. Mangalam University is dedicated to becoming an internationally recognized media school through excellence in interdisciplinary, project-based, student-centric education. In alignment with the New Education Policy 2020 and the vision of “Viksit Bharat” as envisioned by the Honourable Prime Minister of India, we emphasize experiential learning that fosters holistic development across cognitive, psychomotor, and affective domains.

Our mission is to offer a progressive, outcome-based curriculum that equips students with essential skills for employability and entrepreneurship while nurturing critical thinking, problem-solving, and lifelong learning. We integrate global needs and expectations through strong industry interfaces, live projects, and collaborations with premier global universities and research centers.

In our commitment to shaping responsible media professionals, we place a strong emphasis on Sustainable Development Goals (SDGs), human values, and environmental awareness. Our programmes are designed to instil a deep understanding of ethical practices and the importance of sustainability in today's world.

Guided by the ancient Indian wisdom, “सा वदित्या या वसिक्तये” (True knowledge is that which liberates), we aim to empower our students to make meaningful contributions to nation-building and societal progress, while leading with integrity and environmental consciousness. May we strive to impart knowledge that empowers and transforms, leading to a brighter future for our students and society.

## 5 School Boards and Committees

### 5.1 SCHOOL ADVISORY BOARD

The School of Emerging Media and Creator Economy (SEMCE) constituted the advisory board for the mentoring and development of the school. The main objective of the advisory board is to take guidance and inputs of the experts/authorities from all the domains of the Emerging Media, Creator Economy, Journalism, Mass Communication and all allied domains. The members of the SEMCE advisory board are as follows:-

1. Prof. K.G. Suresh
2. Mr. Shambhunath Chaudhary
3. Dr. Sachchidanand Joshi
4. Ms. Anuradha Prasad
5. Mr. Pawan Malhotra
6. Mr. Sayeed Ansari
7. Ms. Olga Dycheva
8. Mr. Syed Nazakat
9. Mr. Bhaskar Majumdar
10. Mr. Mayank Srivastava
11. Ms. Arunima Sinha
12. Mr. Anirudh Sharma

### 5.2 BOARD OF STUDIES

The following is the constitution of the 13<sup>th</sup> Board of Studies

#### Internal Members:-

- |    |                         |                                              |
|----|-------------------------|----------------------------------------------|
| 1. | Prof. (Dr.) Amit Chawla | Dean, SEMCE (Chairperson)                    |
| 2. | Dr Ritwik Ghosh         | Assistant Professor, SEMCE (Member)          |
| 3. | Dr Sarina               | Assistant Professor, SEMCE(Member)           |
| 4. | Dr. Ritika Choudhary    | Assistant Professor, SEMCE (Member)          |
| 5. | Dr. Aditi Agarwal       | Assistant Professor, SEMCE (Member)          |
| 6. | Dr. Aditi Khare         | Assistant Professor, SEMCE (Special Invitee) |

#### External Member: -

Prof. (Dr.) Ambrish Saxena, South Asian University, New Delhi

#### Industry Expert:-

Mr Vikas Sachdeva, Zee Entertainment Enterprise Ltd. New Delhi

Mr. Manish Pandey, Co-founder, BeerBiceps (Special Invitee)

Mr. Dev Choudhary, Co-founder, Spark Forge (Special Invitee)

### 5.3 School Research Committee

**Chairman:** Prof. (Dr) Amit Chawla

**Internal Members:** Dr Ritwik Ghosh, Dr Ritika Choudhary, Dr Sarina, Dr. Aditi Agarwal, Dr Aditi Khare

### 5.4 Academic Coordination: Roles And Responsibilities

| Sr. No. | Designation                    | Name                  | Mobile Number | Email ID                             |
|---------|--------------------------------|-----------------------|---------------|--------------------------------------|
| 1       | Dean                           | Prof (Dr) Amit Chawla | 9654544567    | dean.semce@krmangalam.edu.in         |
| 2       | Ph.D. Program Coordinator      | Dr. Ritika Choudhary  | 9352073356    | ritika.choudhary@krmangalam.edu.in   |
| 3       | MA(J&MC) Program Coordinator   | Dr. Aditi Agarwal     | 8750208042    | aditi.agarwal@krmangalam.edu.in      |
| 4       | BA(J&MC) Program Coordinator   | Dr. Aditi Khare       | 7240993134    | aditi.khare@krmangalam.edu.in        |
| 5       | Studio/ PCR/ Lab Coordinator   | Dr. Sarina            | 8570072025    | sarina@krmangalam.edu.in             |
| 6       | Placement & Alumni Coordinator | Ms. Yashika           | 8447678809    | yashika.khandelwal@krmangalam.edu.in |

### 5.5 Academic Coordination: Roles and Responsibilities:

An academic coordinator is essential to making sure that academic operations run well in an organization. By making sure the curriculum is implemented effectively, keeping track of syllabus completion, and making recommendations for revisions based on feedback, they supervise curriculum management. They encourage faculty development initiatives, set up frequent meetings, and handle academic issues while serving as a bridge between the administration and the faculty. They monitor students' performance, set up remedial classes, and promote involvement in extracurricular and co-curricular activities to provide them the crucial assistance they need. In addition to managing scheduling, evaluation, and result announcement for exams, the Academic Coordinator also handles associated complaints.

As a liaison between administration, professors, students, and parents, they ensure that academic updates and policies are effectively disseminated, therefore communication and teamwork are essential components of their job. In addition to creating reports and maintaining academic records, they also make sure that accreditation and institutional requirements are met. They also organize academic calendars, timetables, and activities like industry visits, guest lecturers, and orientation programs to improve the educational experience. Monitoring instructional strategies, gathering input, and putting changes into practice are all part of quality assurance, which is another crucial duty. Through the supervision of paperwork, accreditation procedures, and event planning, the Academic Coordinator guarantees a well-organized and flourishing learning environment that promotes the achievement of both professors and students.



## 6 Faculty and Staff

- Prof. (Dr) Amit Chawla -Professor & Dean
- Dr Ritika Choudhary - Assistant Professor
- Dr. Aditi Agarwal - Assistant Professor
- Dr. Aditi Khare - Assistant Professor
- Dr. Sarina - Assistant Professor
- Ms. Yashika - Assistant Professor
- Mr. Ujjwal Kumar – Lab Assistant
- Ms. Deepika Kaur – Office Assistant

## 7 School Infrastructure (Physical and learning)

- TV Studio
- Production Control Room.
- Radio Studio / Podcast Studio
- Computer Lab
- Design & Production Centre
- Wi-Fi Smart Classrooms
- LMS
- ERP
- White Boards

## 8 Best Practices

Nurturing socially responsible and compassionate citizens who possess the ability to influence change in society.

### **Best Practice 1: Nurturing Eco-Conscious Behavior: Taking steps towards Environment Sustainability**

- Green Collaborations: MOU with Meant4Environment. 2 Activities conducted by SEMCE.
- Curriculum Integration: Courses like Environmental Studies and Disaster Management.
- Eco-Friendly Initiatives: Student and faculty research papers on alternative energy sources like Bio & Solar Energy, Encouraging the minimum use of plastics, Paperless work environment with LMS.
- Workshops and Campaigns: eGovernance, Environmental issues like global warming, Waste management.

### **Best Practice 2: Holistic Sustainable Learning through Social Connect**

- Projects on environment: SEMCE students engage in community-based activities such as rural development, health care, education, and digital literacy.

- **Alumni Connects:** The school organizes alumni connects for the students to strengthen institutional reputation, career development and job placement, networking for students, and industry updates.
- **Education through partnerships:** MoUs like New Delhi Film Foundation, ISOMES, Guided Self Publication, Bhagidari Jansehyog Samiti, Newspapers Association Of India, Greymatters, AECC, Emaging Ideas, and Sputnik to promote knowledge exchange, research, enhance learning opportunities, and facilitate internships.
- **Interactions and educational sessions:** Social outreach activities, Interactions and educational sessions to develop skills, exposure to experts, enhance learning experience, engagement, and motivation.

## 9 School Education Philosophy

The ‘Why’, ‘What’, and ‘How’ of education

### • **Why of Education: 2-fold purpose**

#### • **Learn to Earn a Living:**

At KRMU we believe in equipping students with the skills, knowledge, and qualifications necessary to succeed in the job market and achieve financial stability. All the programmes are tailored to meet industry demands, preparing students to enter specific careers and contributing to economic development.

#### • **Learn to Live:**

The university believes in the holistic development of learners, fostering sensitivity towards society, and promoting a social and emotional understanding of the world. Our aim is to nurture well-rounded individuals who can contribute meaningfully to society, lead fulfilling lives, and engage with the complexities of the human experience.

### • **What of Education:** Offering holistic education covering all 3 domains of learning:

- Cognitive Domain
- Affective Domain
- Psychomotor Skills Domain
- OBE approach is used to determine learning
- Outcomes for all the learning domains.

### • **How of Education:** Our learning experience focus is on employability it comprises both inside classroom & outside classroom learning experience. The learning outcomes determine the methods & approach to learning.

## 10 Educational Pedagogy (Inside and outside classroom)

- 10.1 Inside classroom teaching emphasizes a student-centric learning approach that prioritizes cognitive outcomes through active learning methods. Techniques such as discussions, presentations, demonstrations, use of web resources, group work, and use of multimedia tools foster engagement and critical thinking. By integrating diverse approaches, faculty members create an interactive environment that enhances understanding and retention of knowledge, preparing students for real-world applications.

10.1.1 Outside classroom teaching enhances people skills and psychomotor skills through diverse activities in industry in terms of internships and apprenticeships, community outreach and programs, and outdoor and studio activities. Engaging in hands-on experiences, collaborative projects, and studio work fosters teamwork, communication, and practical application of knowledge. This experiential learning approach prepares students for real-world challenges and cultivates essential life skill

## 11 Evaluation

Grading Policies and Procedures for theory courses, practical courses, projects, Internships, Dissertation. As per university examination policy of K R Mangalam University, the Program Outcome assessments is done by aggregating both direct and indirect assessments, typically assigning 80% weightage to direct assessments and 20% to indirect assessments, to compute the final course attainment.

### Practical Courses:

|                             | Evaluation Components                                                          | Weightage |
|-----------------------------|--------------------------------------------------------------------------------|-----------|
| INTERNAL<br>(60 Marks)      | Continuous Assessment (Projects, Assignments, Presentation, Case Studies, etc) | 60 Marks  |
| End Term Jury<br>(40 Marks) | End-Term Jury / Viva / Presentation                                            | 40 Marks  |

### Theory Courses:

| Evaluation Components                                                                                                                                                                                                      | Weightage |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------|
| Internal Marks (Theory): -<br>Continuous Assessment (30 Marks): Projects/ Quizzes/ Assignments and Essays/ Presentations/ Participation/ Case Studies/ Reflective Journals<br>(minimum of five components to be evaluated) | 40 Marks  |
| II) Internal Marks (Theory)-Mid-Term Exam                                                                                                                                                                                  | 20 Marks  |
| External Marks (Theory): -<br>End Term Examination                                                                                                                                                                         | 40 Marks  |

**Feedback and Continuous Improvement Mechanisms:** Teaching-learning is driven by outcomes. Assessment strategies and andragogy are aligned to course outcomes. Every CO is assessed using multiple components. The attainment of COs is calculated for every course to know the gaps between the desired and actual outcomes. These gaps are analysed to understand where does the student lags in terms of learning levels. Thereafter each student's learning levels are ascertained, if found below desirable level, and intervention strategy is affected in the following semester to make necessary corrections. To cater to the diverse learning needs of its student body, K.R. Mangalam University employs a comprehensive assessment framework to identify both slow and advanced learners. Students' learning levels are continually assessed based on their performance at various stages. If a student's performance in internal assessments falls below or equal to 55%, they are categorized as slow learners. Conversely, if a student's performance score in internal assessments is greater than or equal to 80%, they are identified as advanced learners. Such students are encouraged to participate in advanced learning activities. Through periodic evaluations and the utilization of modern management systems, the institution adeptly tracks students' performance across various courses, allowing for targeted interventions and support mechanisms.

**Academic Integrity and Ethics:** The School of Emerging Media and Creator Economy (SEMCE) places a strong emphasis on academic integrity and ethics, fostering a culture of honesty and responsibility among students. Clear guidelines are established to educate students about the importance of plagiarism prevention, proper citation practices, and ethical sourcing in their work. Regular workshops and seminars are conducted to discuss case studies and real-world scenarios, encouraging critical thinking

about ethical dilemmas in journalism and media. Faculty members serve as role models, promoting transparency and accountability in their interactions and evaluations. By instilling these values, the school prepares students to uphold high ethical standards in their professional careers, emphasizing the critical role that integrity plays in journalism and mass communication.

## 12 Collaborations

| MOU Partner                                              | Industry                                 |
|----------------------------------------------------------|------------------------------------------|
| Delhi Metropolitan Education                             | Education                                |
| ICAN3 Education Conference                               | Education                                |
| Meant4Environment                                        | NGO                                      |
| Bhagidari Jan Sahyog Samiti NGO                          | NGO                                      |
| New Delhi Film Foundation                                | Film                                     |
| Sputnik                                                  | News and Media                           |
| Newspapers Association of India                          | News and Media                           |
| ISOMES                                                   | News and Media                           |
| Guided Self Publishing                                   | Publication House                        |
| Emazing Ideas Execution Pvt Ltd.                         | AD and PR Agency                         |
| Greymatters Communications & Consulting AD and PR Agency | AD and PR Agency                         |
| AECC India Pvt. Ltd.                                     | Global Consultancy                       |
| Purple Wings                                             | Digital Agency                           |
| Karma Foundation                                         | NGO                                      |
| Itv Network                                              | National Media Conglomorate              |
| Jagran Film Festival                                     | World's Largest Travelling Film Festival |
| DigitMaestro                                             | Digital Content and Marketing Agency     |

## 13 Programmes Offered by the School including PhD / List of Programmes

- B.A. (Hons. / Hons. with Research) (Journalism and Mass Communication)
- M.A. (Journalism and Mass Communication)
- Ph.D. in Journalism and Mass Communication

### 13.1 Bachelor of Arts (Hons. / Hons. With Research) in Journalism and Mass Communication

#### 13.1.1 Program Overview

The BA (Hons. / Hons. with Research) in Journalism and Mass Communication at SEMCE is designed as a future-focused media programme that prepares students for careers in emerging media ecosystems and the rapidly expanding creator-driven digital economy. This is a four-year undergraduate programme designed in alignment with the National Education Policy (NEP) 2020. The programme responds to the ongoing digital transformation of the media landscape, where content creation, distribution, and audience engagement are increasingly shaped by platform-driven ecosystems, emerging media technologies, and the growth of the creator economy.

Contemporary media industries now operate across interconnected digital environments that include digital journalism, social media platforms, video

streaming ecosystems, podcasts, and creator-led content networks. Within these environments, individuals, organisations, and media brands build audiences, influence public discourse, and generate economic value through digital storytelling and platform-based communication strategies.

Recognising these shifts, the programme places strong emphasis on emerging media practices, creator-led storytelling, platform strategy, audience engagement, and media entrepreneurship. Students develop a strong conceptual grounding in communication theory, journalism, media ethics, and critical inquiry while simultaneously acquiring practical competencies in multimedia storytelling, digital content production, platform analytics, and content monetisation models.

Aligned with the vision and mission of SEMCE, the programme adopts an interdisciplinary and experiential approach to media education. Through studio-based learning, live projects, internships, and industry engagement, students gain opportunities to conceptualise, produce, distribute, and evaluate media content across multiple digital platforms and communication environments. By combining academic rigour with applied creative practice, the programme aims to nurture confident creators, communicators, and media professionals who can adapt to rapidly evolving media ecosystems, build sustainable media ventures, and contribute responsibly to society and the broader communication landscape.

### **13.1.2 Nature of Bachelor of Arts in Journalism and Mass Communication Programme**

This programme is designed as a multidisciplinary and practice-oriented programme that combines conceptual learning with intensive media production, digital strategy, and platform-based communication practices. The curriculum reflects the transformation of contemporary media into a creator-driven and digitally networked ecosystem, where media professionals must be capable of producing, managing, and distributing content across multiple platforms. A structured progression is followed that develops students from foundational creators and communicators into strategic media professionals capable of building audiences, managing digital platforms, and developing sustainable media ventures within the emerging creator economy. It enables students to gradually develop competencies in storytelling, content creation, platform strategy, audience growth, and media entrepreneurship.

#### **Year 1 Creator Foundations**

The first year introduces students to the fundamentals of communication, journalism, and digital media while familiarising them with the emerging creator economy ecosystem. Students develop core skills in storytelling, visual communication, digital design, audio-visual production, and basic platform literacy. The focus during this stage is on building conceptual understanding alongside foundational creative and technical skills required for contemporary media practice.

#### **Year 2 Production and Platform Strategy**

The second year strengthens students' production capabilities and introduces them to platform-driven communication strategies. Students engage with video production, digital imaging, social media management, public relations, and integrated communication practices. Studio-based courses enable them to apply storytelling techniques across different formats while understanding how content is created, structured, and distributed within digital platforms and media organisations.

#### **Year 3 Growth and Monetisation**

In the third year, the curriculum shifts toward advanced digital media practices,



including influencer marketing, search engine optimisation, audience analytics, and content monetisation models. Students learn how creators, media organisations, and brands build digital communities, measure engagement, and generate economic value through content. This stage emphasises strategic thinking, data-informed communication, and understanding the business dimensions of digital media ecosystems.

#### **Year 4 Entrepreneurship and Research**

The final year prepares students for professional practice, leadership roles, entrepreneurship, and higher academic pathways. Courses focus on media entrepreneurship, media business management, advanced data analysis, and communication research. Students may undertake a research dissertation or applied project under the Honours with Research pathway, enabling them to develop deeper analytical and investigative competencies. Across all four years, the programme emphasises experiential learning through studio projects, field assignments, internships, and portfolio development. Alongside professional skills, the curriculum maintains a strong emphasis on media ethics, legal frameworks, and social responsibility to ensure that graduates operate responsibly within contemporary digital media ecosystems.

#### **13.1.3 Duration:**

The duration of this programme is four years (eight semesters) with multiple entry/exit options.

#### **13.1.4 Career options**

A Bachelor of Arts (Hons. / Hons. with Research) in Journalism and Mass Communication prepares graduates for diverse careers across journalism, emerging media industries, digital platforms, and the creator-driven media ecosystem. With the rapid expansion of digital communication and platform-based content economies, graduates can pursue professional opportunities in the following areas, among many others:-

- **Content Creation and Creator Economy**
  - **Content Creator / Influencer:** Create and distribute digital content across platforms such as YouTube, Instagram, podcasts, and other creator ecosystems.
  - **Content Strategist:** Plan and manage content strategies for brands, media organisations, and digital platforms.
  - **Podcaster / Audio-Video Creator:** Produce and host content including podcasts, audio & visual storytelling, and digital talk shows.
- **Digital Media and Platform Management**
  - **Social Media Manager:** Manage brand communication, audience engagement, and platform strategy across social media platforms.
  - **Digital Marketing and Marketing Communication Specialist:** Develop and execute digital campaigns, SEO strategies, and integrated marketing communication initiatives.
  - **Influencer Marketing Specialist:** Plan and manage collaborations between brands and digital creators within influencer and creator ecosystems.
- **Media Production and Creative Industries**

- **Video Producer / Editor:** Create and edit digital video content for media houses, brands, OTT platforms, and digital channels.
- **Photographer / Visual Storyteller:** Work in photojournalism, event photography, product photography, advertising photography, and digital visual storytelling.
- **Film and Media Production Professional:** Work as scriptwriters, cinematographers, editors, or production professionals in film, television, and digital video industries.
- **Public Relations and Corporate Communication**
  - **Public Relations Professional:** Manage media relations, brand reputation, crisis communication, and public communication strategies for organisations.
  - **Corporate Communication Manager:** Handle internal and external communication for companies, institutions, and public organisations.
- **Media Entrepreneurship and Creative Ventures**
  - **Media Entrepreneur:** Establish independent digital media platforms, production studios, communication agencies, or creator-led media ventures.
  - **Content Studio or Agency Professional:** Work in digital content studios, creative agencies, and media production companies.
- **Journalism and News Media**
  - **Journalist / Reporter:** Work as reporters, correspondents, or editors for newspapers, magazines, television news channels, digital newsrooms, and online news platforms.
  - **Digital Journalist:** Produce multimedia news content for digital-first platforms, including web portals, mobile news apps, and social media channels.
  - **News Anchor / Presenter:** Host news bulletins, digital news shows, podcasts, and live broadcasts across television and digital media platforms.
- **Research, Education and Academia**
  - **Academic and Research Professional:** Pursue higher education and research in journalism, media studies, digital communication, and related fields, leading to careers in academia, research organisations, and think tanks.

### 13.1.5 Programme Educational Objectives (PEO)

These are deferred outcomes measured few years after completion of the programme, where the graduates of this program will:

- Build successful professional careers and emerge as innovative leaders, entrepreneurs, and communication strategists in digital and emerging media, journalism and mass communication, and creator-driven media ecosystems by applying strong storytelling, content creation, and platform-based communication skills.
- Uphold high ethical standards and professional integrity while practicing content production, journalism, digital communication, and media production in responsible and credible ways.
- Advocate for responsible, inclusive, and sustainable communication practices, promoting environmental awareness and socially constructive narratives

through media and digital platforms.

- Demonstrate critical and analytical thinking, creativity, and technological competence, while adapting to evolving media technologies, digital platforms, and AI- and data-driven communication practices in dynamic media environments.
- Serve as responsible citizens and contribute to society through ethical media engagement, informed public discourse, and communication initiatives that support societal development.

#### **13.1.6 Program Outcome (PO)**

At the end of the programme the students will be able to:

- Communicate effectively through written, oral, visual, and multimedia forms across diverse professional, digital, and platform-based communication environments.
- Apply critical thinking, analytical reasoning, and problem-solving skills to address complex challenges in journalism, digital media, and communication industries.
- Create and produce multimedia content using appropriate storytelling techniques, creative approaches, and digital production tools across emerging media platforms.
- Utilise contemporary media technologies, digital tools, and platform analytics, including AI-assisted workflows, for effective content creation, distribution, and audience engagement.
- Work collaboratively in multidisciplinary teams while demonstrating strong interpersonal skills, leadership abilities, and professional communication practices.
- Apply ethical principles, legal frameworks, and responsible communication practices in journalism, digital media production, and platform-based communication.
- Demonstrate entrepreneurial thinking, innovation, and project management skills in developing media initiatives, communication strategies, and creator-led ventures.
- Conduct research and interpret information using appropriate analytical and methodological approaches to support informed media practice and decision-making.
- Recognise environmental, cultural, and societal dimensions of media practice and contribute to responsible, inclusive, and sustainable communication.

#### **13.1.7 Programme Specific Outcomes (PSO)**

At the end of the program the students will be:

- Understanding key concepts, theories, frameworks, and practices related to journalism, media studies, emerging media, and the creator-driven digital communication ecosystem.
- Applying journalistic principles, multimedia tools, storytelling techniques, and platform-based communication strategies to produce content for digital and

traditional media platforms.

- Analysing media narratives, audience behaviour, platform algorithms, and communication trends to interpret their influence on public discourse, culture, and society.
- Evaluating media content, communication campaigns, and platform practices in relation to ethical standards, legal frameworks, credibility, and societal impact.
- Creating innovative multimedia content, digital storytelling projects, and creator-driven media initiatives using contemporary media technologies and platform ecosystems.
- Observing professional practices, production workflows, audience engagement strategies, and ethical norms within media organisations, digital platforms, and creator-led media environments.

Imitating and practising industry standards of media production, digital content creation, and communication strategy through studio-based learning, internships, and project-based experiences.

#### 13.1.8 Graduation Requirements for each Program (Degree offered after I, II, III, and IV year)

- **UG Certificate** after completing 1 year (2 semesters with the required number of credits) of study, and an additional vocational course/internship of 4 credits during the summer vacation of the first year.
- **UG Diploma** after completing 2 years (4 semesters with the required number of credits) of study, and an additional vocational course/internship of 4 credits during the summer vacation of the second year.
- **Bachelor's Degree** after completing 3-year (6 semesters with the required number of credits) programme of study.
- **4-year Bachelor's degree (Honours)** with the required number of credits after eight semesters programme of study.

Students who secure 75% marks and above in the first six semesters and wish to undertake research at the undergraduate level can choose a research stream in the fourth year. Upon completing a research project in their major area(s) of study in the 4th year, a student will be awarded Bachelor's Degree (Honours with Research).

- **Major and Minor Selection** – Every student has to register at the beginning of each semester for the courses offered in the given semester. Major courses are registered centrally for the students. However, for other multidisciplinary courses (Minor, VAC, OE) the students have to register by themselves through ERP.
- **Internships/Projects/Dissertations/Apprenticeships** – Students need to do summer internship after second and fourth semesters, which carries 2 credits each, duration being 4-6 weeks per internship, during the summer breaks. The same will be evaluated in the upcoming Odd semester. In the sixth and seventh semesters students will do Specialization Projects. In the eighth semester students of BA(JMC) Hons. will do an Industry Project and the students of BA(JMC) Hons. with Research will do Research Project (Dissertation). Projects are also mapped along with the Lab/ Practical Courses and Experiential

## Learning Activities.

- **Co-curricular / Extracurricular activities:** The School proactively organizes the numerous co-curricular activities with a 360-degree exposure to various trends, helping to build diverse viewpoints. Participative Learning is inculcated through organising various co-curricular activities such as, guest lectures, webinars, seminars, Inter and Intra University competitions. Group discussions on social, national, and global issues. The university has 13 student lead societies/clubs like E-Yantra, Computer Society of India, Investment Club, Management Society, Mediaverse, Chetna Club, Model United Nations Club, DIA, Rhetoric Club, Cultural, Entrepreneurship, Sports club and 6 Centres of Excellence. Students are encouraged to become a part of these societies. These societies organize events year-round helping in overall development of the students. The university has sports, music, dance, dramatics, street play, art, photography and sports society to name a few allowing students an opportunity to explore their potential and pursue their interest. Presentations and Guest lectures by eminent and renowned national and international speakers from academia, industry and alumni are also conducted to provide opportunity exchange innovative ideas and for fostering analytical skills.

- **Academic Support Services (Differential learning needs)**

Academic Support Services for Journalism and Mass Communication students are designed to cater to diverse learning needs, ensuring that every student fairs well. These services include:

- **Personalized Tutoring:** One-on-one sessions with experienced tutors focus on specific areas such as writing, radio/ podcast production, event management, photography, video production, digital marketing projects, research projects and others tailored to individual skill levels.
- **Workshops and Seminars:** Regular workshops on topics like digital storytelling, production, media ethics, other experiential learning activities and industrial connect help students enhance their practical skills and theoretical understanding.
- **Peer Mentoring Programs:** Advance learner students mentor the students by becoming team leaders, providing guidance on course components, assignments and projects, fostering a supportive system.
- **Accessible Learning Resources:** Online platforms offer access to a range of resources, including video lectures, articles, and interactive tools, accommodating different learning styles.
- **Production and Outcome based activities:** Students are encouraged to get more involved in practicals and hands-on based activities to come up with productivity which is showcased and appreciated. This way it gives a boost to the students.
- **Diversity and Inclusion Initiatives:** Programs aimed at promoting inclusivity ensure that all voices are heard and valued, enriching the learning environment.
- **Feedback and Assessment:** Continuous feedback mechanisms allow



students to receive constructive review of their work, facilitating growth and improvement.

### **13.2 Doctorate of Philosophy (Ph.D.) in Journalism and Mass Communication**

#### **13.2.1 Introduction to the programme:**

The Ph.D. Programme is based on the research carried out by the student under the guidance of the Supervisor/Co-supervisor(s) and the programme duration is dependent upon the completion of the chosen research by the student.

The research work is characterized either by the discovery of new facts or the proposition of a new theory/theories or by a fresh interpretation of known facts.

It should bear evidence of the candidate's capacity for analysis and judgment as well as his/her ability to carry out independent investigation, design or development.

#### **13.2.2 Nature of the programme**

A Ph.D. in Journalism and Mass Communication from the School of Emerging Media and Creator Economy (SEMCE) is an academic degree earned by students who have completed a prescribed course of study in this field. The programme usually takes about four to six years to complete, depending on the student's previous education and professional background. A thesis or dissertation is often required for completion of the programme, though many schools do not require one for graduation.

This course at K.R. Mangalam University is a terminal degree that trains students to become educators and researchers, while also laying a solid foundation for success in journalism careers. Students who earn their degrees from the Department of Journalism and Media Innovation are prepared to advance into leadership positions in media organisations, academia, government agencies, nonprofit organisations and consulting firms.

#### **Full-Time Scholars**

Scholars are required to devote full time on campus for the Ph.D. programme. Some scholars may be offered a teaching/research/project assistantship. The selected scholars will be required to assist in teaching/laboratories and other developmental work under the guidance of a mentor.

#### **Sponsored Scholars**

Employees of organizations/industries having collaborations with the university can enroll under this category.

#### **Part-Time Scholars**

Scholars working in organizations situated in close vicinity of the university can enroll under this category.

#### **13.2.3 Career Options**

Students who complete their Ph.D. in Journalism and Mass Communication will be able to secure handsome job profiles at various leading MNCs, PSUs and research institutions:

- **Reporter:** A reporter is a person who gathers information, conducts interviews and writes news stories for newspapers, magazines, television, or digital platforms.

- **Investigative Journalist:** Investigative Journalists are those professionals who deeply investigate serious cases.
- **Broadcast News Analysts:** They interpret and examine news stories and offer insights on television or radio broadcasts, helping the public understand complex issues.
- **Public Relations Manager:** Public Relations (PR) Managers oversee the public image of organizations, creating and managing communication strategies to enhance their reputation and engage with the audience effectively.
- **Event Manager:** Professionals in this role plan and organize promotional, business, or social events. They manage budgets, logistics, and overall event execution to ensure success and meet client expectations.

#### 13.2.4 **Duration:**

Min. 3 Years

#### 13.2.5 **Eligibility**

The candidate should have a postgraduate degree or its equivalent from a recognized University, in a respective discipline, with a minimum of 55% marks or a minimum CGPA of 5.5 on a 10 point scale.

#### 13.2.6 **Selection Process**

**Written Entrance Examination:** It will broadly test the research aptitude and ability to comprehend. Candidates with NET, GATE, M Phil. or equivalent qualifications may be exempted from the entrance examination.

**Personal Interview:** Candidates who clear the written entrance examination will be selected for the personal interview. The interview will be conducted by the Interview Board of the University to comprehensively judge in-depth knowledge in the concerned subject/area and ability to do research. Admitted candidates will be required to pay the first instalment of the Ph.D Programme fee and security deposit within the specified time to confirm admission.

### 13.3 **Master of Arts in Journalism and Mass Communication**

#### 13.3.1 **Nature of Programme**

M.A (Journalism & Mass Communication) degree programme is designed to strengthen one's professional abilities for widening current knowledge and industry-ready skills, undertaking future studies for global and local application, performing creatively and professionally, in a chosen career and ultimately playing a constructive role as a socially responsible global citizen. It has also been structured to prepare the postgraduates to achieve skills for digital and cyber media world of the present and future era.

#### 13.3.2 **Duration Duration & Class Timings:**

The duration of this programme is two years (four semesters). The classes will be held from Monday to Friday from 09.10 am to 04.00 pm.

#### 13.3.3 **Career options**

A Master of Arts (Hons. / Hons. with Research) in Journalism and Mass Communication prepares students for diverse careers across journalism, emerging media industries, digital platforms, and the creator-driven media ecosystem. Also, many opportunities for the Journalism and Mass communication graduates are

there in the field of Journalism, TV and Print Media, Advertising, Public Relations, Corporate Communication, Media Management, Television Production, Video Editing, Film Production, Photography, Radio Jockeying, Video Jockeying, Photo Journalism, Publishing, Event Planning, Digital Media, Research and Academics.

#### 13.3.4 Programme Educational Objectives (PEO)

These are deferred outcomes measured few years after completion of the programme, where the graduates of this program will:

- Demonstrate ability to adapt the rapid changing environment by having learned and applied new skills and new competencies.
- Acquire the spirit of compassion, kinship and commitment for National Harmony.
- Progressively adopt and learn continuously through ICT modules.
- Categorize the various career pathways for students of communication.
- Educate the students to empower the individuals to promote human rights, human dignity and human freedom.
- Provide required skills in regard to industries like Advertising, Public Relations, and Corporate Communications etc.

#### 13.3.5 Programme Outcomes (PO)

- **Disciplinary Knowledge:** Knowledge of mass communication concept and theories. Acquiring knowledge of different dimensions of mass communication, historical perspectives, present practices and other related areas of studies.
- **Understanding the Role of Media:** The media in democratic society, importance of freedom of press and impact of media in general.
- **Skilled and Industry-ready Professionals:** Strengthening the abilities of a learner by skills, gaining knowledge of the present scenario of Media & Entertainment industry including advertising, public relations, corporate communication, digital communication, media management.
- **Influential and effective communication:** Influential and effective communication ability to share thoughts, ideas and applied skills of communication in its various perspectives like written communication, oral communication and public communication etc .
- **Leadership readiness/ Qualities:** To make learners fluent in multiple facets of leadership. Creating the ability & enhancing the qualities to be an efficient leader. Cultivating key characteristics in learners, to be visionary leaders who can inspire the team to greatness.
- **Critical/ Reflective thinking & language efficiency:** Critical/ Reflective thinking ability to employ critical and reflective thinking along with the ability to solve real life problems so that learner may create the sense of awareness of one self and society.
- **Technologically Efficient Professional:** Capability to use various communication technologies and ability to use various software for content creation, content editing and designing for various forms of publishing platforms.
- **Ethical Awareness:** As a communication learner, one has to understand the

importance of ethical values and its application in personal and professional life.

- **Lifelong Learning:** Every graduate to be converted into lifelong learner and consistently update himself or herself with current knowledge, skills and technologies. Acquiring Knowledge and creating the understanding in learners that learning will continue throughout life.
- **Research-related Skills:** A sense of inquiry and investigation for raising relevant and contemporary questions, synthesizing and articulating.
- **Cooperation/ Team work:** Building a team, motivating and inspiring the team members to work up with cooperation to their utmost efficiency.

#### 13.3.6 Programme Specific Outcomes (PSO)

At the end of the program the students will be:

- Understanding advanced concepts, theories, and frameworks in journalism and mass communication, and critically assessing their relevance and application to contemporary media practices and global communication trends.
- Applying advanced research methodologies along with tools, techniques, and media production skills to create informed, evidence-based content for various platforms, contributing to the development of impactful media projects.
- Analysing global media trends, public discourse, and communication policies to interpret their social, political, and cultural implications.
- Evaluating complex media challenges through ethical, technical, legal, and cultural lenses, making responsible and informed decisions in producing media content that aligns with social justice, inclusivity, sustainability principles and socially conscious content.
- Creating original, innovative, and research-driven media projects or communication strategies that push the boundaries of academic inquiry and industry standards, while demonstrating leadership, creativity, and an entrepreneurial mindset.
- Observing technical, ethical, and cultural cues in the global media landscape, and critically reflecting on their impact in shaping media practices and audience behaviours.

Imitating and practicing the professional standards and ethical norms of the media industry, developing a deep expertise through hands-on experience and continuous reflection, leading to mastery in media production and communication.

## 14 Minor Streams

- Data Science- SBAS
- Entrepreneurship- KEIC
- Human Resource Management- SOMC
- Sociology-SOLA
- Psychology-SOLA

- Investment Management- SOMC
- AI/ML-SBAS
- Information Technology-SOET
- Anchoring, Voice, and On-Camera Presentation-SEMCE
- Environmental Studies-SBAS
- Digital Marketing- SOMC
- Sustainability- Center for SDG

## 15 Internships and Placement (Training, apprenticeship, projects)

The Career Development Center (CDC) at KRMU provides comprehensive career services and training for Journalism and Mass Communication students, focusing on creating ample placement opportunities. In addition to inviting corporate recruiters to campus, the Centre hosts various counselling and training programs aimed at enhancing students' academic and professional skills. These programs equip students with the essential tools needed to secure lucrative careers in their field. Each year, prominent companies visit the KRMU campus, offering attractive job packages to emerging talent. The faculty members and the mentors also ensuring that students are well-prepared for the competitive job market.

## 16 School Event Calendar

| S. NO | Name of the event                                                                                                                     | Date of the Event       | Organizer (Faculty Incharge) | Objective                                                                                                                                                                              | Methodology                                                                                                                                                                                                                                                                                                                   | Expected Outcome                                                                                                                                                                                 | Tools and Processes incorporated to determine the outcome | Course Mapping                                                            |
|-------|---------------------------------------------------------------------------------------------------------------------------------------|-------------------------|------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------|---------------------------------------------------------------------------|
| 1     | SEMCE Creators Conclave: CREATE-A-THON                                                                                                | 21 Sep. to 25 Sep. 2026 | Dr. Aditi Khare              | The training will provide students To bridge the gap between academic learning and media industry expectations, experiential learning in a simulated, high-pressure media environment. | The Media Conclave will be organized as a week-long event featuring a series of interactive and knowledge-driven activities, including, Panel Discussions with leading journalists, editors, media entrepreneurs, and scholars, Masterclasses & Skill Workshops on media tools, storytelling, and digital content strategies. | Students will develop a comprehensive understanding of current media practices, technological advancements, and communication strategies through direct interaction with industry professionals. | Faculty Feedback                                          | Introduction to the Creator                                               |
| 2     | Industrial Visit: Media Production House / Digital Marketing Agency (Tentative place: sociowash advertising agency, Okhla New Delhi ) | 13th Nov 2026           | Ms. Yashika Khandelwal       | To provide students with real-time exposure to media production and digital marketing practices with industry applications.                                                            | A pre-visit briefing followed by a guided industry tour, live demonstrations, interaction with professionals, a Q&A session.                                                                                                                                                                                                  | Students gain practical knowledge, improved industry readiness, better understanding of media technologies, and enhanced employability.                                                          | Feedback & quiz assessment                                | Content Production Studio 2 - Media Makers Lab<br><br>Brand Communication |



| S. NO | Name of the event                                                                              | Date of the Event                       | Organizer (Faculty Incharge) | Objective                                                                                                                            | Methodology                  | Expected Outcome                                                                                                                                                                                            | Tools and Processes incorporated to determine the outcome | Course Mapping                                           |
|-------|------------------------------------------------------------------------------------------------|-----------------------------------------|------------------------------|--------------------------------------------------------------------------------------------------------------------------------------|------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------|----------------------------------------------------------|
| 3     | Capacity Development Program-Technology Trends Awareness: (Provide Certificates for Students)  | 12-8-2026 To 10-12-2026                 | Ms Yashika                   | To enhance participants' understanding of the latest technology trends in animation and motion graphics.                             | Workshop                     | Gain knowledge about Trends in Technology                                                                                                                                                                   | Students Feedback                                         | Communication Theories & Models                          |
| 4     | Activity 1 Project of students under New MoU                                                   | 20 Dec. 2026                            | Dr.Aditi Agarwal             | Study the socio-political issues                                                                                                     | Project Work                 | Students will get an understanding of Film Making, Screen and Production                                                                                                                                    | Students Feedback                                         | Cinema & OTT Production<br>Film & OTT Production         |
| 5     | Activity 2 Project of students under New MoU                                                   | 20 Dec. 2026                            | Dr. Aditi agarwal            | Study the socio-political issues                                                                                                     | Project Work                 | Students will get an understanding of Film Making, Screen and Production                                                                                                                                    | Faculty Feedback                                          | Cinema & OTT Production:                                 |
| 6     | Capacity Development Program-Mastering Media Soft Skills: (Provide Certificates for Students ) | 17-08-2026 To 14-12-2026                | Dr. Aditi Khare              | To equip participants with essential soft skills required for effective communication and professional growth in the media industry. | Capacity Development Program | Participants will demonstrate improved public speaking and interpersonal communication abilities.                                                                                                           | Feedback & quiz assessment                                | Communication Theories & Models                          |
| 7     | Training program for students about the code of conduct                                        | Induction Week (25th-29th August, 2026) | Dr Sarina                    | To inculcate the importance of code of conduct                                                                                       | Traning Program              | This will empower students to uphold professionalism, exhibit integrity, and embrace their personal and social responsibilities, creating a conducive environment for growth, learning, and mutual respect. | Feedback & quiz assessment                                | Media Laws & Ethics<br>Indian Constitution & Media Laws. |
| 8     | Training program for student on professional ethics                                            | Induction Week (25th-29th August, 2026) | Dr. Sarina                   | To inculcate the importance of professional ethics                                                                                   | Traning Program              | This will foster a culture of ethical conduct, ethical leadership, and professionalism among students, contributing to a more ethical and responsible professional community.                               | Students Feedback                                         | Media Laws & Ethics                                      |
| 9     | Orientation on Professional Ethics for Teaching&Non-Teaching staff                             | 25-Jul                                  | Dr. Amit Chawla              | Promote ethical awareness and professional conduct among faculty and staff.                                                          | Orientation                  | Faculty and staff will understand the importance Professional Ethics                                                                                                                                        | Faculty Feedback                                          | NA                                                       |

| S. NO | Name of the event                                                                                                                                           | Date of the Event               | Organizer (Faculty Incharge) | Objective                                                                                                                                                                                                                                                             | Methodology                                                                                                                                  | Expected Outcome                                                                                                                                                                                                                                                                                                                                                          | Tools and Processes incorporated to determine the outcome | Course Mapping                                                                                                                                                                                                                            |
|-------|-------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------|------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 10    | Faculty Development Program (FDP) on " Quality Research Writing and formatting and Grant Proposal Writing -(With IQAC and Guided Self Publishing India LLB) | 28-07-2025 to 04-08-2025(36hrs) | University level             | Faculty knowledge enrichment on Qualitative and Quantitative methodology of research                                                                                                                                                                                  | Experts would be invited                                                                                                                     | This will equip faculty members with advanced knowledge, proficiency, and pedagogical skills in statistical analysis. By integrating statistical tools in research, teaching, and curriculum, faculty members will enhance the quality of their research, promote statistical literacy, and contribute to evidence-based decision-making in their respective disciplines. | Feedback & quiz assessment                                | NA                                                                                                                                                                                                                                        |
| 11    | Speak Your Story: Intra-University Podcast Contest                                                                                                          | 24 Sep. 2026                    | Dr. Aditi Agarwal            | To celebrate commemorative day                                                                                                                                                                                                                                        | Competetion                                                                                                                                  | Students will learn the art of public speaking                                                                                                                                                                                                                                                                                                                            | Students Feedback                                         | Anchoring, Podcasting & Radio Production<br>Radio & Podcasting                                                                                                                                                                            |
| 12    | Filmography (Film Festival) -Academic Media Fest                                                                                                            | 25 Sep. 2026                    | Ms Yashika                   | To celebrate Filmography Film Festival                                                                                                                                                                                                                                | Competetion                                                                                                                                  | Students will come up with their creativity and expression                                                                                                                                                                                                                                                                                                                | Students Feedback                                         | Cinema & OTT Production<br>Film & OTT Production<br>Postproduction & Motion Graphics                                                                                                                                                      |
| 13    | Workshop on IPR                                                                                                                                             | 26-Jul                          | Dr. Aditi Agarwal            | Upskill of faculty about IPR                                                                                                                                                                                                                                          | Workshop hands on training                                                                                                                   | Faculty will understand the importance of IPR in academic sector                                                                                                                                                                                                                                                                                                          | Faculty Feedback                                          | NA                                                                                                                                                                                                                                        |
| 14    | We the People: A Civic Duties & Responsibility Awareness Program                                                                                            |                                 | Dr. Aditi Agarwal            | Increased awareness among students and staff about constitutional values, fundamental rights, and duties of Indian citizens.                                                                                                                                          | Awareness Session                                                                                                                            | Students, Faculty and staff will understand the importance about the fundamental values                                                                                                                                                                                                                                                                                   | Feedback & quiz assessment                                | Indian Constitution & Media Laws<br>Gender, Media & Society                                                                                                                                                                               |
| 15    | New Case Study: Digital Media Literacy and Fake News Awareness Campaign                                                                                     | Aug - Dec 2026                  | Dr. Sarina                   | To enhance digital media literacy among students and the community by creating awareness about fake news, misinformation, and ethical media practices, while encouraging critical thinking, responsible digital communication, and informed participation in society. | Organize media-driven outreach campaigns, street drives, workshops, and social media awareness initiatives involving students and residents. | To enhance digital media literacy among students and the community by creating awareness about fake news, misinformation, and ethical media practices, while encouraging critical thinking, responsible digital communication, and informed participation in society.                                                                                                     | Feedback & quiz assessment                                | PEO: Advocate for and engage in environment-friendly and sustainable practices, promoting responsible media and communication initiatives.<br>PO: Display an understanding of environmental concerns and integrate sustainable practices. |

| S. NO | Name of the event                                                                    | Date of the Event | Organizer (Faculty Incharge) | Objective                                                                                                                                                                                 | Methodology                                                                                                                                                                                                            | Expected Outcome                                                                                                                                                                                                                                                                            | Tools and Processes incorporated to determine the outcome | Course Mapping                                                                                                                                                                                                                                          |
|-------|--------------------------------------------------------------------------------------|-------------------|------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 16    | Alumni Connect: Journey from Classroom to Stage on the occasion of World Theater Day | 20-Nov-26         | Dr. Aditi Khare              | To bridge academic learning with industry practice by engaging alumni as mentors, inspiring students through real-world experiences, success stories, and emerging creative career paths. | Organize interactive sessions led by alumni, including talks, panel discussions, Q&A, and portfolio-sharing. Facilitate networking, peer learning, and exposure to industry workflows, trends, and creative processes. | Students gain practical insights, increased motivation, and a clearer understanding of evolving creative careers. The event strengthens alumni-student relations, enhances future employability, and contributes to a supportive learning ecosystem aligned with SDG 4 – Quality Education. | Students Feedback                                         | PO: 1. Demonstrate proficiency in communication, both verbal and non-verbal, in diverse professional settings. 2. Showcase strong interpersonal skills that enable effective teamwork, collaboration, and networking in multidisciplinary environments. |



### Contact Details

K. R. Mangalam University

Sohna Road, Gurugram, Haryana 122103

**Mail** - [welcome@krmangalam.edu.in](mailto:welcome@krmangalam.edu.in)

**Phone** - 01148884888, 8800697010 - 15, 8192888444

## 18 Appendices (templates for NOC, bonafide, Assessment Rubrics for Dissertation, etc.)

### NOC Format



**K.R. MANGALAM UNIVERSITY**  
THE COMPLETE WORLD OF EDUCATION

**No Objection Certificate (NOC) for Internship**

This certificate acts as a No Objection Certificate (NOC) from K.R. Mangalam University, authorizing:

**Student Name:** \_\_\_\_\_

**Roll Number:** \_\_\_\_\_

**Course & Year:** \_\_\_\_\_

**Contact Number:** \_\_\_\_\_

**Academic Session:** \_\_\_\_\_

**Semester:** \_\_\_\_\_

to engage in an internship, a compulsory credited component of their academic program. This internship is designed to immerse the student in the corporate environment and enhance their domain-specific knowledge, crucial for their professional development.

**Internship Duration:** \_\_\_\_\_ weeks

**Starting From:** \_\_\_\_\_

K.R. Mangalam University endorses the student's involvement with the following organization for the internship:

**Company Name:** \_\_\_\_\_

**Assigned Project/Domain of Specialization:** \_\_\_\_\_

**Name of HR:** \_\_\_\_\_

**HR Contact Number:** \_\_\_\_\_

**HR Email:** \_\_\_\_\_

We kindly request the organization to assign the student a project that aligns with their specialization, aiding in their academic and career advancement.

This NOC confirms that K.R. Mangalam University has no objections to the student's participation in the specified internship program.

**Approval by Dean:**

**Dean's Signature & Stamp**

**Head of Career Development Centre (CDC) Signature & Stamp**

**Date:** \_\_\_\_\_

To,  
The Dean,  
(Name of School),  
K.R. Mangalam University

Date: \_\_/\_\_/\_\_

**Subject: Request for no objection certificate**

Respected Sir/Madam,

Respected, I \_\_\_\_\_ (Name), S/o, D/o \_\_\_\_\_ (Name of the Parent/ Guardian)  
studying in \_\_\_\_\_ (Program Name and School name) of your reputed University.  
My roll number is \_\_\_\_\_ (Roll Number).

I am writing this letter to state that, I require a No Objection Certificate for \_\_\_\_\_  
(Placement/ Internship/Training). The duration of the Internship/training is  
\_\_\_\_\_ (week/month). (Duration not required in case of Placement)

I request you to kindly look into the matter. I believe I will be getting a positive  
response from your side at the earliest.

I assure you that I will be available at the University as and when required for any  
submissions and examinations to complete my academic requirements.

Yours,

Faithfully/Sincerely,  
(Name),  
(Program)  
(School)  
(Roll No.)

**Annexure:**

- 1) Placement/Training /Internship offer letter from Industry.  
(in case of training/internship duration to be mentioned)





**K.R. MANGALAM UNIVERSITY**  
THE COMPLETE WORLD OF EDUCATION



Ref. No. KRMU/SEMCE/.....

Date:-.....

### BONAFIDE CERTIFICATE

This is to certify that S/O or D/O..... bearing enrolment number..... is a student of.....school or faculty for the academic year..... He or She is a Bonafide student of.....University.

Signature Head of the School/Faculty

(With stamp and seal)

|                                                                                                                         |                                                                                                                   |                                                                                                                                               |
|-------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------|
|  <b>Website</b><br>krmangalam.edu.in |  <b>Phone</b><br>011 -48884888 |  <b>Address</b><br>Sohna Road, Gurugram, Haryana<br>122103 |
|-------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------|

# RECOMMENDATION LETTER

Address, City, ST, Zip | Phone # | email address

[Today's Date]

[Addressee Name]

[Addressee Title]

[University Name]

[University Street Address]

[City, State, Zip]

Dear [Dean of Admissions/Admissions Officer's Name/Admissions Committee],

It is my great pleasure to recommend [Name of Student] for admission to [Name of University/Department]. I have known [Student] for [X years] and was delighted to serve as their [relation to student(teaching/coaching/advising)] at [Your School]. During that time, I watched [Student] grow into an outstanding individual who excels in both their academic and personal pursuits.

As [Student's] [relation to student], I witnessed their extraordinary [1-2 intellectual strengths] firsthand. Their [example of relevant academic work] was particularly impressive. In it they [details of academic work showcasing those intellectual strengths].

[Student's] academic accomplishments are rivaled only by their personal strengths. Their [2-3 positive personal traits] are beyond their years, and they are well-loved by both classmates and their teachers. When [scenario/challenge/situation/etc.], they [performed X action displaying aforementioned personality trait].

I highly recommend you accept [Student] for [X University program]. I am confident they will make an excellent addition to your university's student body. Please feel free to contact me if you have any questions regarding their character or past academic work.

Sincerely,

[Your Signature]

[Your Name]

[Your Position]

[Your School]



**K.R. MANGALAM UNIVERSITY**  
THE COMPLETE WORLD OF EDUCATION

08800697010-15 8192888444 8800697012

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